PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s)	:	Kamal Acharya et al.
Application No.	:	09/975,831
Filed	:	October 11, 2001
For	:	METHOD AND SYTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING

Examiner	:	Brandy A. Zukanovich
Art Unit	:	3625
Docket No.	:	122118-175973
Date	:	August 29, 2011

Mail Stop Petition
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PETITION UNDER 37 CFR 1.183 FOR WAIVER OR SUSPENSION OF RULES

Commissioner for Patents:

I. Preliminary comments

This present petition under 37 CFR 1.183 is being filed contemporaneously with a separate petition under 37 CFR 1.47(a). This present petition under 37 CFR 1.183 is being filed to request waiver of the requirement for all inventor signatures in a Rule 131 declaration, while the other petition under 37 CFR 1.47(a) is being filed because at least some of the inventors either refuse to execute an application (including inventor declarations) for patent or cannot be found or reached after diligent effort.

If appropriate, the U.S. Patent Office is kindly requested to consider reviewing these two petitions in tandem or otherwise consider consolidating the processing of the two petitions.

These two petitions, the Rule 131 declarations signed by the available inventors, and a request and related papers under 37 CFR 1.48(a) to delete an inventor are being filed together herewith along with an amendment/response to an Office Action mailed on February 28, 2011.

II. Background information

By way of background for the present petition under 37 CFR 1.183, the Office Action for the present application was mailed on February 28, 2011. During the course of preparing a response, it was decided to prepare Rule 131 declarations to address the rejection(s) set forth in the Office Action. During the course of preparing the Rule 131 declarations and obtaining inventor signatures for the Rule 131 declarations, it was determined that Ellen F. Butler (now Ellen F. Butler Patterson) should be deleted as an inventor.

In accordance with 37 CFR 1.48(a), a new inventor declaration (omitting Ellen F. Butler Patterson) was therefore prepared and sent to the inventors (Vincent Tong, Kamal Acharya, Matthew Crampton, Peter Gremett, and Srinivas Lingutla), along with copies of other application papers. Executed inventor declarations have now been received from inventors Peter Gremett and Srinivas Lingutla. Executed inventor declarations have not been received from inventors Vincent Tong, Kamal Acharya, and Matthew Crampton. Accordingly, the petition under 37 CFR 1.47(a) is being filed contemporaneously herewith to request that the signing inventors be permitted to file inventor declarations on behalf of themselves and the signing inventors.

The present petition under 37 CFR 1.183 is being filed to request waiver of the requirements for the signatures of non-signing inventors Vincent Tong, Kamal Acharya, and Matthew Crampton on the Rule 131 declaration, such that Rule 131 declarations executed by inventors Peter Gremett and Srinivas Lingutla can be fully entered and considered compliant.

III. Proof of the pertinent facts

The undersigned attorney (Dennis M. de Guzman, Reg. No. 41,702) has power of attorney in the present application, and has conducted at least some of the activities described

below to contact the inventors or has directed and supervised attorney Davin K. Chin (Reg. No. 58,413) in conducting the activities to contact the inventors.

Detailed below (with reference to attached exhibits of documentary evidence) are the activities that were conducted to reach the inventors, including non-signing inventors Vincent Tong, Kamal Acharya, and Matthew Crampton.

A. Executed Rule 131 declarations of inventors Peter Gremett and Srinivas Lingutla

Executed Rule 131 declarations of inventors Peter Gremett and Srinivas Lingutla have been obtained and are being filed contemporaneously herewith in response to the Office Action mailed February 28, 2011. Ellen F. Butler (now Ellen F. Butler Patterson) is not included in the Rule 131 declarations in view of the request under 37 CFR 1.48(a) filed concurrently herewith to delete her as an inventor in the present application.

B. Vincent Tong

The last known address of Vincent Tong is 34734 Williams Way, Union City, CA 94587-5578.

This address was obtained through a public records search (Exhibit W) performed by our law firm's research department. Page 1 of Exhibit W shows inventor Tong's street address at 34734 Williams Way in Union City, CA. Page 1 of Exhibit W further shows a telephone number at 510-487-1482. On May 19, 2011, attorney Chin called this telephone number and spoke with a man who identified himself as Vincent Tong. The person confirmed that he was previously with AOL (the previous assignee of the present application) and that he was a named inventor on the present application. Inventor Tong also confirmed his mailing address of 34734 Williams Way, Union City, CA 94587-5578 and provided an email address of vincent@vincenttong.com.

On May 20, 2011, attorney Chin sent inventor Tong an email requesting him to review and sign a Rule 131 declaration (including reviewing its accompanying supporting exhibits), along with a copy of the publication of the present application, which were attached in the email. Executed papers from inventor Tong have not been received.

In a transmittal letter dated May 23, 2011, attorney Chin sent inventor Tong a packet via UPS (with tracking confirmation) having the transmittal letter, a Rule 131 declaration and its supporting exhibits, and a copy of the publication of the present application, with all requested to be reviewed by inventor Tong. UPS tracking information shows that the packet was delivered to inventor Tong's address on May 25, 2011. Executed papers from inventor Tong have not been received.

In a transmittal letter dated July 12, 2011, attorney Chin sent inventor Tong another packet via UPS (with tracking confirmation) having the transmittal letter, a new Rule 131 declaration and its supporting exhibits, and a copy of the publication of the present application, with all requested to be reviewed by inventor Tong. UPS tracking information shows that the packet was delivered to inventor Tong's address on July 13, 2011. Executed papers from inventor Tong have not been received.

On or about July 15, 2011, the undersigned attorney and attorney Chin determined that the inventorship in the present application should be revised, to delete Ellen F. Butler Patterson as an inventor. Accordingly in a transmittal letter dated July 20, 2011, attorney Chin sent inventor Tong a packet via UPS (with tracking confirmation) having the transmittal letter, a new inventor declaration (copy attached herewith), and a copy of the publication of the present application and amendments that were made during prosecution (copies not included herewith, since such documents are available in the file wrapper of the present application) , with all requested to be reviewed by inventor Tong. UPS tracking information shows that the packet was delivered on July 25, 2011. Executed papers from inventor Tong have not been received.

In a transmittal letter dated August 1, 2011, attorney Chin sent inventor Tong a packet via UPS (with tracking confirmation) having a transmittal letter, another copy of the new inventor declaration, another copy of the publication of the present application and amendments that were made during prosecution (copies not included herewith, since such documents are available in the file wrapper of the present application), and a Rule 131 declaration and its supporting exhibits, with all requested to be reviewed by inventor Tong. The transmittal letter informed inventor Tong that a failure to respond may be considered to be a refusal to sign the declarations. UPS tracking information shows that the packet was delivered on August 2, 2011. Executed papers from inventor Tong have not been received.

On August 22, 2011, the undersigned attorney called and left a voicemail message at inventor Tong's telephone number 510-487-1482, requesting inventor Tong to provide an update as to whether and when he would be able to complete his review and execution of the papers sent to him. Inventor Tong did not return the undersigned attorney's voicemail message.

Accordingly, it is respectfully submitted that inventor Tong's failure to return an executed Rule 131 declaration, as evidenced by his non-return of the papers sent to him as detailed above, by his non-return of the undersigned attorney's telephone call, and by his being informed that a failure to respond may be considered to be a refusal, constitutes an actual or constructive refusal to review and execute the Rule 131 declaration or otherwise join in the present application.

Exhibit X shows copies of the correspondence sent to inventor Tong, the UPS tracking information, the inventor declaration, and the Rule 131 declaration and its supporting exhibits A-T. For the sake of brevity, copies of certain documents are not provided herewith, such as the copies of the application and prosecution documents (which are available in the file wrapper of the present application), duplicate copies of documents sent to inventor Tong, etc.

B. Matthew Crampton

The last known addresses of Matthew Crampton are Gigwalk, 1931 Old Middlefield Way, Mountain View, CA 94043 and 841 West California Avenue, Unit C, Sunnyvale, CA 94086.

The Sunnyvale, CA address was obtained through the public records search (shown in Exhibit 1) performed by our law firm's research department. Page 5 of Exhibit 1 shows inventor Crampton's street address at 841 West California Avenue, Unit C, Sunnyvale, CA 94086. Pages 5-6 of Exhibit 1 further shows telephone numbers at 415-552-7153, 650-937-5989, and 408-738-6970. On May 19, 2011, attorney Chin called the telephone numbers 415-552-7153 and 650-937-5989 and discovered that they were disconnected. On May 19, 2011, attorney Chin called telephone number 408-738-6970 and received an automated message that the mailbox was full.

After doing some Internet searching using Google, attorney Chin was able to locate a website www.mattcrampton.com and a Linked-In page for inventor Crampton, from

which attorney Chin was able to obtain the Gigwalk contact information and the email address matt@mattcrampton.com.

On May 23, 2011, attorney Chin sent inventor Crampton an email (to his email addresses at matt@mattcrampton.com and matt@gigwalk.com) requesting him to review and sign a Rule 131 declaration (including reviewing its accompanying supporting exhibits), along with a copy of the publication of the present application, which were attached in the email.

In a transmittal letter dated May 23, 2011, attorney Chin sent inventor Crampton a packet via UPS (to his Mountain View and Sunnyvale addresses above, with tracking confirmation) having the transmittal letter, a Rule 131 declaration and its supporting exhibits, and a copy of the publication of the present application, with all requested to be reviewed by inventor Crampton. UPS tracking information shows that the packets were delivered on May 25 and May 26, 2011.

In a transmittal letter dated July 12, 2011, attorney Chin sent inventor Crampton another packet via UPS (to his Mountain View and Sunnyvale addresses above, with tracking confirmation) having the transmittal letter, a new Rule 131 declaration and its supporting exhibits, and a copy of the publication of the present application, with all requested to be reviewed by inventor Crampton. UPS tracking information shows that the packets were delivered on July 13, 2011.

On or about July 15, 2011, the undersigned attorney and attorney Chin determined that the inventorship in the present application should be revised, to delete Ellen F. Butler Patterson as an inventor. Accordingly an a transmittal letter dated July 20, 2011, attorney Chin sent inventor Crampton a packet via UPS (to his Mountain View and Sunnyvale addresses above, with tracking confirmation) having the transmittal letter, a new inventor declaration (copy attached herewith), and a copy of the publication of the present application and amendments that were made during prosecution (copies not included herewith, since such documents are available in the file wrapper of the present application), with all requested to be reviewed by inventor Crampton. UPS tracking information shows that the packets were delivered on July 22, 2011. An executed inventor declaration from these packets has not been received from inventor Crampton.

On or about July 25, 2011, the undersigned attorney and attorney Chin received an executed Rule 131 declaration from inventor Crampton. This executed Rule 131 declaration was the document sent to inventor Crampton on May 23, 2011.

On July 25, 2011, attorney Chin sent inventor Crampton an email (to his email addresses at matt@mattcrampton.com and matt@gigwalk.com) requesting him to review and execute the (new) Rule 131 declaration (sent on July 12, 2011) and the inventor declaration (shipped on July 21, 2011) and the accompanying documents. No response to this email has been received.

In a transmittal letter dated August 1, 2011, attorney Chin sent inventor Crampton a packet via UPS (to his Mountain View and Sunnyvale addresses above, with tracking confirmation) having the transmittal letter, another copy of the new inventor declaration, another copy of the publication of the present application and amendments that were made during prosecution (copies not included herewith, since such documents are available in the file wrapper of the present application), and a Rule 131 declaration and its supporting exhibits, with all requested to be reviewed by inventor Crampton. The transmittal letter informed inventor Crampton that a failure to respond may be considered to be a refusal to sign the declarations. A UPS tracking confirmation email shows that the packets were delivered on August 2, 2011. Executed papers from inventor Crampton from these packets have not been received.

On August 22, 2011, the undersigned attorney sent inventor Crampton an email (to his email addresses at matt@mattcrampton.com and matt@gigwalk.com) requesting him to review and execute the Rule 131 declaration and the inventor declaration and the accompanying documents, which were sent to him on July 25, 2011 and August 1, 2011. No response to this email has been received.

On August 22, 2011, the undersigned attorney called and left a voicemail message at inventor Crampton's telephone number 408-738-6970, requesting inventor Crampton to provide an update as to whether and when he would be able to complete his review and execution of the papers sent to him. Inventor Crampton did not return the undersigned attorney's voicemail message.

Accordingly, it is respectfully submitted that inventor Crampton's failure to return an executed Rule 131 declaration, as evidenced by his non-return of the papers sent to him

as detailed above, by his non-return of the telephone call and emails, and by his being informed that a failure to respond may be considered to be a refusal, constitutes an actual or constructive refusal to review and execute the Rule 131 declaration or otherwise join in the present application.

Exhibit Y shows copies of the correspondence sent to inventor Crampton, the UPS tracking information, the inventor declaration, and the Rule 131 declaration and its supporting exhibits A-T. For the sake of brevity, copies of certain documents are not provided herewith, such as the copies of the application and prosecution documents (which are available in the file wrapper of the present application), duplicate copies of documents sent to inventor Crampton, etc.

C. Kamal Acharya

The last known address of Kamal Acharya is 675 Distel Drive, Los Altos, CA 94022-1502.

This address was obtained through the public records search (shown in Exhibit 1) performed by our law firm's research department. Page 10 of Exhibit 1 shows inventor Acharya's street address at 675 Distel Drive, Los Altos, CA 94022-1502. Page 1 of Exhibit 1 further shows a telephone number at 650-906-0570.

In a transmittal letter dated May 23, 2011, attorney Chin sent inventor Acharya a packet via UPS (with tracking confirmation) having the transmittal letter, a Rule 131 declaration and its supporting exhibits, and a copy of the publication of the present application, with all requested to be reviewed by inventor Acharya. UPS tracking information shows that the packet was delivered to inventor Acharya's address on May 25, 2011. Executed papers from inventor Acharya have not been received.

In a transmittal letter dated July 12, 2011, attorney Chin sent inventor Acharya another packet via UPS (with tracking confirmation) having the transmittal letter, a new Rule 131 declaration and its supporting exhibits, and a copy of the publication of the present application, with all requested to be reviewed by inventor Acharya. UPS tracking information shows that the packet was delivered to inventor Acharya's address on July 13, 2011. Executed papers from inventor Acharya have not been received.

On or about July 15, 2011, the undersigned attorney and attorney Chin determined that the inventorship in the present application should be revised, to delete Ellen F. Butler Patterson as an inventor. Accordingly in a transmittal letter dated July 20, 2011, attorney Chin sent inventor Acharya a packet via UPS (with tracking confirmation) having the transmittal letter, a new inventor declaration (copy attached herewith), and a copy of the publication of the present application and amendments that were made during prosecution (copies not included herewith, since such documents are available in the file wrapper of the present application) , with all requested to be reviewed by inventor Acharya. UPS tracking information shows that the packet was delivered on July 22, 2011. Executed papers from inventor Acharya have not been received.

In a transmittal letter dated August 1, 2011, attorney Chin sent inventor Acharya a packet via UPS (with tracking confirmation) having the transmittal letter, another copy of the new inventor declaration, another copy of the publication of the present application and amendments that were made during prosecution (copies not included herewith, since such documents are available in the file wrapper of the present application), and a Rule 131 declaration and its supporting exhibits, with all requested to be reviewed by inventor Acharya. The transmittal letter informed inventor Acharya that a failure to respond may be considered to be a refusal to sign the declarations. UPS tracking information shows that the packet was delivered on August 2, 2011. Executed papers from inventor Acharya have not been received.

On August 22, 2011, the undersigned attorney called and left a voicemail message at inventor Acharya's telephone number 650-906-0570, requesting inventor Acharya to provide an update as to whether and when he would be able to complete his review and execution of the papers sent to him. Inventor Acharya called back and left a voicemail for the undersigned attorney, indicating that he did receive the papers sent to him but would not be able to review the papers, due to his busy schedule and other projects that have higher priority.

Accordingly, it is respectfully submitted that inventor Acharya's failure to return an executed Rule 131 declaration, as evidenced by his non-return of the papers sent to him as detailed above, by his voicemail left for the undersigned attorney, and by his being informed that a failure to respond may be considered to be a refusal, constitutes an actual or constructive refusal to execute the Rule 131 declaration or otherwise join in the present application.

Exhibit Z shows copies of the correspondence sent to inventor Acharya, the UPS tracking information, the inventor declaration, and the Rule 131 declaration and its supporting exhibits A-T. For the sake of brevity, copies of certain documents are not provided herewith, such as the copies of the application and prosecution documents (which are available in the file wrapper of the present application), duplicate copies of documents sent to inventor Acharya, etc.

IV. Conclusion

In view of the above, it is respectfully submitted that the evidence accompanying this petition demonstrates that all non-signing inventors refuse to join the application and/or cannot be found or reached after diligent effort for at least the purpose of reviewing and executing the Rule 131 declaration. This petition is accompanied by the fee set forth in 37 CFR 1.17(f). Therefore, it is believed that all requirements of 37 CFR 1.183 are met by this petition.

Accordingly, it is kindly requested that this petition be favorably considered and granted, so as to suspend or waive the requirement for all inventor signatures in the Rule 131 declaration.

The Director is authorized to charge any additional fees due by way of this response, or credit any overpayment, to our Deposit Account No. 500393.

Respectfully submitted,
Schwabe, Williamson & Wyatt

/Dennis M. de Guzman/

Dennis M. de Guzman, Reg. No. 41,702

DMD:

1420 Fifth Avenue, Suite 3400
Seattle, Washington 98101
Phone: (206) 407-1574
Fax: (206) 292-0460

8006788_1.DOC

EXHIBIT W

Important: The Public Records and commercially available data sources used on reports have errors. Data is sometimes entered poorly, processed incorrectly and is generally not free from defect. This system should not be relied upon as definitively accurate. Before relying on any data this system supplies, it should be independently verified. For Secretary of State documents, the following data is for information purposes only and is not an official record. Certified copies may be obtained from that individual state´s Department of State. The criminal record data in this product or service may include records that have been expunged, sealed, or otherwise have become inaccessible to the public since the date on which the data was last updated or collected.

Accurint does not constitute a "consumer report" as that term is defined in the federal Fair Credit Reporting Act, 15 USC 1681 et seq. (FCRA). Accordingly, Accurint may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another permissible purpose under the FCRA.

Your DPPA Permissible Use: Civil, Criminal, Administrative, or Arbitral Proceedings
Your GLBA Permissible Use: Fraud Prevention or Detection

Note: The "possible relatives" listed here have not been confirmed.

Contact Card Report

Date: 05/18/11
Reference Code: 122118-175973

Subject Information
(Best Information for Subject)

Name: **VINCENT M TONG**
Gender: **Male**
Date of Birth: **6/xx/1973**
Age: **37**
SSN: **626-64-xxxx** issued in **California** between **6/2/1993** and **10/1/1993**

AKAs
(Names Associated with Subject)

TONG VINCENT
DOB: **6/xx/1973** Age: **37** SSN: **626-64-xxxx**
VINCENT MK
DOB: **6/xx/1973** Age: **37** SSN: **626-64-xxxx**
VINCENT TONG
DOB: **6/xx/1973** Age: **37** SSN: **626-64-xxxx**
VINCENT M TONG
DOB: **6/xx/1973** Age: **37** SSN: **626-64-xxxx**

Indicators

Current Property: **Yes**
Corporate Affiliations: **No**

Contact Card List

At Home

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY		**VINCENT M TONG** - Subject	**34734 WILLIAMS WAY** **UNION CITY CA 94587-5578**

Through Family

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	Unlisted DANG MINH	**ANNA XIE** - Wife	**WILLIAMS WAY** **UNION CITY CA 94587**

Through Associates

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	510-895-9028 - PDT XIE CHAO LU	**CHAO LU XIE** - Associate	**15356 RUGGLES ST** **SAN LEANDRO CA 94579-2026**

PhonesPlus

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	510-487-1482 - PDT ANNA XIE	**VINCENT M TONG** - Subject	**WILLIAMS WAY** **UNION CITY CA 94587**

Through Neighbors

	Phone & Listed Name	Name & Possible Relationship	Address
1.	510-487-2120 - PDT JOSHI KETAN	**ANJALI K JOSHI** - Neighbor **KETAN PADMAKAR JOSHI** - Neighbor	**34735 WILLIAMS WAY** **UNION CITY CA 94587-5582**
2.	510-324-0153 - PDT ZHAO HONG	**YIQING HELEN GAN** - Neighbor **KAISHENG KAISHENG YU** - Neighbor **SHIJUAN ZHAO** - Neighbor **HONG ZHAO** - Neighbor	**34739 WILLIAMS WAY** **UNION CITY CA 94587-5582**
3.	510-489-2259 - PDT YOUNUS SADIQ	**SADIQ MOHAMMAD YOUNUS** - Neighbor	**34731 WILLIAMS WAY** **UNION CITY CA 94587-5582**

Address Summary (- Probable Current Address)

34734 WILLIAMS WAY, UNION CITY CA 94587-5578 (Apr 2004 - Apr 2011)

3552 MCSHERRY WAY, ALAMEDA CA 94502-7075 (Nov 2000 - Sep 2002)

6363 CHRISTIE AVE APT 904, EMERYVILLE CA 94608-1919 (Mar 1995 - Jul 2001)
Phone at address: **510-653-7712** - PDT **TONG DIANE**
510-923-1728 - PDT **FONG PHILIP**

2520 COLLEGE AVE APT 103, BERKELEY CA 94704-3058 (Mar 1995 - Jun 2001)
Phone at address: **510-704-1536** - PDT **OSBORN DANIEL**
510-548-4696 - PDT **ALVAREZ MARIA**

870 E EL CAMINO REAL APT 616, SUNNYVALE CA 94087-2953 (Jun 2001)
Phone at address: **408-735-0807** - PDT **DENG CHENGHUI**
408-738-4368 - PDT **AMAGBEGNON TOCHEOU PASCALIN**

319 HODENCAMP RD APT 77, THOUSAND OAKS CA 91360-5635 (Mar 2001)
Phone at address: **805-494-6425** - PDT **SCHNIER PAUL**

225 W HILLCREST DR STE 100, THOUSAND OAKS CA 91360-7884 (Nov 2000)

1720 PACIFIC AVE APT 316, VENICE CA 90291-4165 (Dec 1999)
Phone at address: **310-450-7731** - PDT **ISAACSON S**
310-399-2746 - PDT **MACDONALD CAROL**

1000 OAKS CA, THOUSAND OAKS CA 91360 (Oct 1999)

535 PIERCE ST APT 451, ALBANY CA 94706-1000 (Aug 1995 - May 1996)
Phone at address: **510-526-8035** - PDT **TONG HINWOR**
510-525-3727 - PDT **TO MINH**

2520 COLLEGE 103 AVE, BERKELEY CA 94704 (May 1995)

Bankruptcy Filings

[None Found]

Important: The Public Records and commercially available data sources used on reports have errors. Data is sometimes entered poorly, processed incorrectly and is generally not free from defect. This system should not be relied upon as definitively accurate. Before relying on any data this system supplies, it should be independently verified. For Secretary of State documents, the following data is for information purposes only and is not an official record. Certified copies may be obtained from that individual state´s Department of State. The criminal record data in this product or service may include records that have been expunged, sealed, or otherwise have become inaccessible to the public since the date on which the data was last updated or collected.

Accurint does not constitute a "consumer report" as that term is defined in the federal Fair Credit Reporting Act, 15 USC 1681 et seq. (FCRA). Accordingly, Accurint may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another permissible purpose under the FCRA.

Your DPPA Permissible Use: Civil, Criminal, Administrative, or Arbitral Proceedings
Your GLBA Permissible Use: Fraud Prevention or Detection

Note: The "possible relatives" listed here have not been confirmed.

Contact Card Report

Date: 05/18/11
Reference Code: 122118-175973

Subject Information
(Best Information for Subject)

Name: **PETER JOSEPH GREMETT**
Gender: **Male**
Date of Birth: **12/xx/1970**
Age: **40**
SSN: **576-70-xxxx** issued in **Hawaii** between **1/1/1970** and **12/31/1970**

AKAs
(Names Associated with Subject)

PETE J GREMETT
DOB: **12/xx/1970** Age: **40** SSN: **576-70-xxxx**
PETER GREMETT
DOB: **12/xx/1970** Age: **40** SSN: **576-70-xxxx**
PETER J GREMETT
DOB: **12/xx/1970** Age: **40** SSN: **576-70-xxxx**
PETER JOSEPH GREMETT
DOB: **12/xx/1970** Age: **40** SSN: **576-70-xxxx**

Indicators

Current Property: **Yes**
Corporate Affiliations: **No**

Contact Card List

At Home

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	Unlisted BARRON GREGORY	**PETER JOSEPH GREMETT** - Subject	**W MC KINLEY AVE** **SUNNYVALE CA 94086**

At Work

	Phone & Listed Name	Name & Possible Relationship	Company Name & Address
1. COPY	650-988-9307 - PDT SAINT-SIMONS SCHOOL COUNSELOR 650-968-9952 - PDT SAINT-SIMONS SCHOOL	**LAURA M GREMETT** - Wife	ST. SIMON CATHOLIC SCHOOL **1840 GRANT RD** **LOS ALTOS CA 94024-6843**

Through Family

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	408-272-0388 - PDT GREMETT LESLIE	**LESLIE L GREMETT** - Father **JOSEPHINE H GREMETT** - Mother	**829 POINT CREEK CT A** **SAN JOSE CA 95133-2910**
2. COPY	408-615-7303 - PDT GREMETT ANDRE	**ANDRE L GREMETT** - Brother	**SAN JOSE CA 95101**

Address Summary (✓ - Probable Current Address)

✓ **W MC KINLEY AVE, SUNNYVALE CA 94086** (Oct 2004 - May 2011)

1045 W MC KINLEY AVE, SUNNYVALE CA 94086-7438 (Mar 2004 - Apr 2011)

W MC KINLEY AVE, SUNNYVALE CA 94087 (Mar 2008 - Aug 2009)

962 BELMONT TER UNIT 9, SUNNYVALE CA 94086-4898 (May 1998 - Dec 2002)
Phone at address: **408-738-8832** - PDT **PETTY RAYMOND**
408-830-0507 - PDT **TERMAN JAMES L**

829 POINT CREEK CT, SAN JOSE CA 95133-2910 (Oct 1991 - Mar 2002)
Phone at address: **408-272-0388** - PDT **GREMETT LESLIE**

9629 BELMONT TER, SUNNYVALE CA 94086 (Dec 1999)

575 E REMINGTON DR APT 12L, SUNNYVALE CA 94087-8118 (May 1995 - Oct 1999)
Phone at address: **408-732-0610** - PDT **GADRE RAJESH R**
408-738-3975 - PDT **ATTURU MADHUSUDHANA**

575 EREMINGTON DR, SUNNYVALE CA 94087 (Apr 1995)

Bankruptcy Filings

[None Found]

Important: The Public Records and commercially available data sources used on reports have errors. Data is sometimes entered poorly, processed incorrectly and is generally not free from defect. This system should not be relied upon as definitively accurate. Before relying on any data this system supplies, it should be independently verified. For Secretary of State documents, the following data is for information purposes only and is not an official record. Certified copies may be obtained from that individual state's Department of State. The criminal record data in this product or service may include records that have been expunged, sealed, or otherwise have become inaccessible to the public since the date on which the data was last updated or collected.

Accurint does not constitute a "consumer report" as that term is defined in the federal Fair Credit Reporting Act, 15 USC 1681 et seq. (FCRA). Accordingly, Accurint may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another permissible purpose under the FCRA.

Your DPPA Permissible Use: Civil, Criminal, Administrative, or Arbitral Proceedings
Your GLBA Permissible Use: Fraud Prevention or Detection

Note: The "possible relatives" listed here have not been confirmed.

Contact Card Report

Date: 05/18/11
Reference Code: 122118-175973

Subject Information

(Best Information for Subject)

Name: MATTHEW CATROW CRAMPTON
Gender: **Male**
Date of Birth: **1/xx/1979**
Age: **32**
SSN: 378-06-xxxx issued in **Michigan** between **1/1/1989** and **12/31/1990**

AKAs

(Names Associated with Subject)

MATT CRAMPTON
DOB: **1/xx/1979** Age: **32** SSN: 378-06-xxxx
MATTHEW CRAMPTON
DOB: **1/xx/1979** Age: **32** SSN: 378-06-xxxx
MATTHEW C CRAMPTON
DOB: **1/xx/1979** Age: **32** SSN: 378-06-xxxx
MATTHEW C CRAMPTON
DOB: **1/xx/1979** Age: **32** SSN: 378-06-xxxx
MATTHEW C CRAMPTON
DOB: **1979** Age: **32** SSN: 378-06-xxxx
MATTHEW C CRAMPTON
DOB: **1/xx/1979** Age: **32** SSN: 378-06-xxxx
MATTHEW CATROW CRAMPTON
DOB: **1/xx/1979** Age: **32** SSN: 378-06-xxxx

Indicators

Current Property: **Yes**
Corporate Affiliations: **No**

Contact Card List

At Home

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY		MATTHEW CATROW CRAMPTON - Subject	841 W CALIFORNIA AVE UNIT C SUNNYVALE, CA 94086-2491

Through Family

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	269-344-6799 - EDT CRAMPTON DANIEL CRAMPTON NANCY CATROW PATRICI	DANIEL JAMES CRAMPTON - Father	2922 DUCHESS DR KALAMAZOO, MI 49008-2316
2. COPY	718-768-7785 - EDT LEEFER J	RACHEL AREVA CRAMPTON - Sister	322 1ST ST APT BROOKLYN, NY 11215-1906

PhonesPlus

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	415-552-7153 - PDT MATTHEW C CRAMPTON	MATTHEW CATROW CRAMPTON - Subject	3565 17TH ST SAN FRANCISCO, CA 94110-1077
2. COPY	415-552-7153 - PDT MATTHEW C CRAMPTON	MATTHEW CATROW CRAMPTON - Subject	75 GOUGH ST APT 18 SAN FRANCISCO, CA 94102-5942
3. COPY	650-937-5989 - PDT MATT CRAMPTON	MATTHEW CATROW CRAMPTON - Subject	200 DANA ST E MOUNTAIN VIEW, CA 94041

Through Neighbors

Phone & Listed Name	Name & Possible Relationship	Address

1. COPY	408-730-5400 - PDT CORADIANT INC. 408-733-4050 - PDT CORADIANT INC.	RAJEEV BORBORAH - Neighbor ANAMIKA BORBORAH - Neighbor	840 W CALIFORNIA AVE STE 240 SUNNYVALE, CA 94086-4828
2. COPY	408-738-6970 - PDT BUKOWSKI TRISTAN	TRISTAN BUKOWSKI - Neighbor MALICK SY - Neighbor	841 W CALIFORNIA AVE APT SUNNYVALE, CA 94086-1737

Address Summary (✓ - Probable Current Address)

841 W CALIFORNIA AVE UNIT C, SUNNYVALE CA 94086-2491 (Aug 2005 - Apr 2011)
Phone at address: 408-738-6970 - PDT **BUKOWSKI TRISTAN**

230 MONROE DR APT 9, MOUNTAIN VIEW CA 94040-1066 (May 2009)
Phone at address: 650-383-5010 - PDT **ERICKSON JONATHAN**
650-917-1496 - PDT **LEWIS MEGHAN**

321 INKSTER AVE, KALAMAZOO MI 49001-6119 (Aug 1997 - Mar 2007)

1379 SNOW ST APT 1, MOUNTAIN VIEW CA 94041-1841 (Aug 2004 - Nov 2005)

75 GOUGH ST APT 18, SAN FRANCISCO CA 94102-5953 (Mar 2004 - Jul 2005)
Phone at address: 415-621-4532 - PDT **LACY E**
415-621-8590 - PDT **KEELY BYRON D**

3565 17TH ST, SAN FRANCISCO CA 94110-1077 (Jul 2003 - Mar 2004)

65 OAKWOOD ST APT A, SAN FRANCISCO CA 94110-1573 (Jun 2002 - Sep 2003)
Phone at address: 415-701-8960 - PDT **VASQUEZ JAIME**

200 E DANA ST APT E, MOUNTAIN VIEW CA 94041-2420 (Mar 2001 - Sep 2001)
Phone at address: 650-386-6985 - PDT **HALVORSON D**
650-625-1097 - PDT **CHRISTINA BRYANT**

200 DANA A 22 ST E, MOUNTAIN VIEW CA 94041 (Mar 2001 - Sep 2001)

Bankruptcy Filings

[None Found]

Important: The Public Records and commercially available data sources used on reports have errors. Data is sometimes entered poorly, processed incorrectly and is generally not free from defect. This system should not be relied upon as definitively accurate. Before relying on any data this system supplies, it should be independently verified. For Secretary of State documents, the following data is for information purposes only and is not an official record. Certified copies may be obtained from that individual state's Department of State. The criminal record data in this product or service may include records that have been expunged, sealed, or otherwise have become inaccessible to the public since the date on which the data was last updated or collected.

Accurint does not constitute a "consumer report" as that term is defined in the federal Fair Credit Reporting Act, 15 USC 1681 et seq. (FCRA). Accordingly, Accurint may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another permissible purpose under the FCRA.

Your DPPA Permissible Use: Civil, Criminal, Administrative, or Arbitral Proceedings
Your GLBA Permissible Use: Fraud Prevention or Detection

Note: The "possible relatives" listed here have not been confirmed.

Contact Card Report

Date: 05/18/11
Reference Code: 122118-175973

Subject Information

(Best Information for Subject)

Name: ELLEN BUTLER
Gender: **Female**
Date of Birth: **7/xx/1972**
Age: **38**
SSN: 579-80-xxxx issued in **District of Columbia** between **1/1/1972** and **12/31/1973**

AKAs

(Names Associated with Subject)

ELLEN BUTLER
DOB: **7/xx/1972** Age: **38** SSN: 579-80-xxxx
ELLEN B PATTERSON
DOB: **7/xx/1972** Age: **38** SSN: 579-80-xxxx
ELLEN BUTLER PATTERSON
DOB: **7/xx/1972** Age: **38** SSN: 579-80-xxxx
ELLEN F BUTLER
DOB: **7/xx/1972** Age: **38** SSN: 579-80-xxxx
ELLEN FRANCES BUTLER
DOB: **1972** Age: **39** SSN: 579-80-xxxx
ELLEN FRANCES BUTLER
DOB: **7/xx/1972** Age: **38** SSN: 579-80-xxxx
ELLEN S BUTLER
DOB: **1972** Age: **39** SSN: 579-80-xxxx
ELLEN S BUTLER
DOB: **7/xx/1972** Age: **38** SSN: 579-80-xxxx

Indicators

Current Property: **Yes**
Corporate Affiliations: **No**

Contact Card List

At Home

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	202-337-8787 - EDT PATTERSON JAMES	ELLEN BUTLER - Subject JAMES PATRICK PATTERSON - Husband	3342 RESERVOIR RD NW WASHINGTON, DC 20007-2311

Through Family

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	202-265-9375 - EDT BUTLER FRANK 202-265-9376 - EDT BUTLER FRANK	FRANCIS JOSEPH BUTLER - Father	3131 CONN AVE NW WASHINGTON, DC 20008
2. COPY	202-629-4158 - EDT ROMAN MEGHAN	MEGHAN KATHLEEN BUTLER - Sister	WASHINGTON, DC 20007
3. COPY	425-883-9886 - PDT PATTERSON W A	WELDON A PATTERSON - Relative	2611 131ST PL NE BELLEVUE, WA 98005-1712
4. COPY	619-574-0118 - PDT ALICANPE OWNER ASSOCIATION 619-298-0314 - PDT SAL FUENTES	JOHN FARRELL BUTLER - Brother	475 REDWOOD ST UNIT 903 SAN DIEGO, CA 92103-5864

Through Associates

	Phone & Listed Name	Name & Possible Relationship	Address
1.	301-652-1080 - EDT GRAY B	BRIDGET C BRADLEY - Associate By Address	5513 DEVON RD BETHESDA, MD 20814-1009
2.	571-970-6047 - EDT NIELSEN KIRSTIEN 703-521-0100 - EDT CRYSTAL TOWERS HAIR AND NAILS	KIRSTJEN MICHELE NIELSEN - Associate By Shared Associates	1600 S EADS ST APT 732S ARLINGTON, VA 22202-2900
3.	715-723-9534 - CDT BROST GERALD	GERALD M BROST - Associate By Shared Associates	1320 PLEASANT PL CHIP FLS, WI 54729-1846
4.	630-279-2558 - CDT BROST JASON R	JASON R BROST - Associate By Shared Associates	200 N MICHIGAN AVE APT 224N ELMHURST, IL 60126-2737
5.	262-549-5448 - CDT KLINCK MEGAN & ROBERT C	MEGHAN V FOSTER - Associate By Shared Associates	W224N2824 STONEWOOD CT WAUKESHA, WI 53186-1042
6.	612-926-8232 - CDT KELLY DANIEL J	DANIEL JOHN KELLY - Associate By Shared Associates	2109 W 57TH ST MINNEAPOLIS, MN 55419-1543
7.	310-450-4193 - PDT MILLER HAVEL	ALISON E MILLER - Associate By Address	2330 21ST ST SANTA MONICA, CA 90405-2710
8.	914-723-5257 - EDT SCHUH DENNIS G	ROBIN A SCHUH - Associate By Shared Associates	134 BREWSTER RD SCARSDALE, NY 10583-2042

Through Neighbors

	Phone & Listed Name	Name & Possible Relationship	Address
1.	202-342-3742 - EDT BACON-IRWIN BERNADINE 202-342-3742 - EDT IRWIN STEVE	BERNADINE M BACONIRWIN - Neighbor STEVEN MATTHEW IRWIN - Neighbor	3339 RESERVOIR RD NW WASHINGTON, DC 20007-2312
2.	202-506-7150 - EDT GYLLERUP VICTORIA Unlisted GYLLERUP VICTORIA	YONG XIANG CHEN - Neighbor	3343 RESERVOIR RD NW WASHINGTON, DC 20007-2312
3.	202-333-2362 - EDT COLCLOUGH GEORGE D	GEORGE DWIGHT COLCLOUGH - Neighbor ANNE COLCLOUGH - Neighbor MONICA K GINIER - Neighbor	3341 RESERVOIR RD NW WASHINGTON, DC 20007-2312
4.	202-333-2832 - EDT REED AUDREY 202-337-3448 - EDT REED MICHAEL	AUDREY E REED - Neighbor MARIA A RIVERA - Neighbor CARMEN A DELGADO - Neighbor MICHAEL P REED - Neighbor	3340 RESERVOIR RD NW WASHINGTON, DC 20007-2311
5.	Unlisted GUPTA VINOD	EVELYN CRAM WINSTON - Neighbor PETER R DIXON - Neighbor	3345 RESERVOIR RD NW WASHINGTON, DC 20007-2312

Address Summary (✓ - Probable Current Address)

✓ 3342 RESERVOIR RD NW, WASHINGTON DC 20007-2311 (Apr 2004 - Apr 2011)
Phone at address: 202-337-8787 - EDT **PATTERSON JAMES**

2398 PACIFIC AVE APT 508, SAN FRANCISCO CA 94115-1218 (Mar 2011)
Phone at address: 415-875-9724 - PDT **HARPER JILL**
415-885-1803 - PDT **LYNN P**

16 KALORAMA CIR NW, WASHINGTON DC 20008-1616 (Oct 2003 - Jun 2004)
Phone at address: 202-363-5423 - EDT **WEISSMAN ANDREW**

2219 STEINER ST, SAN FRANCISCO CA 94115-2219 (May 2001 - Sep 2002)
Phone at address: 415-814-2078 - PDT **COMO MELLANIE**

219 STEINER ST, SAN FRANCISCO CA 94117-3328 (Oct 2001)

Phone at address: 415-487-0949 - PDT **NIBLICK HOPE**

149 LAKE SHORE RD APT 2, BRIGHTON MA 02135-6340 (Jan 2000)
Phone at address: 617-783-4647 - EDT **CHIN H**
617-783-6352 - EDT **STRELTSOV SIMON & MRS**

11481 BINGHAM TER, RESTON VA 20191-1305 (Apr 1991 - Jul 1998)

707 W CLAUDE ST, LAKE CHARLES LA 70605-3411 (Aug 1995 - Jul 1996)

1102 MILL ST, LAKE CHARLES LA 70601-4442 (Jul 1995 - Oct 1995)

1328 35TH ST NW, WASHINGTON DC 20007-2820 (Sep 1993 - Dec 1993)

3622 T ST NW, WASHINGTON DC 20007-2246 (Apr 1991 - Dec 1992)
Phone at address: 202-338-5252 - EDT **QUIMBY MICHAEL**

1431 36TH ST NW, WASHINGTON DC 20007-2606 (Apr 1991 - Dec 1991)

Bankruptcy Filings

[None Found]

Important: The Public Records and commercially available data sources used on reports have errors. Data is sometimes entered poorly, processed incorrectly and is generally not free from defect. This system should not be relied upon as definitively accurate. Before relying on any data this system supplies, it should be independently verified. For Secretary of State documents, the following data is for information purposes only and is not an official record. Certified copies may be obtained from that individual state's Department of State. The criminal record data in this product or service may include records that have been expunged, sealed, or otherwise have become inaccessible to the public since the date on which the data was last updated or collected.

Accurint does not constitute a "consumer report" as that term is defined in the federal Fair Credit Reporting Act, 15 USC 1681 et seq. (FCRA). Accordingly, Accurint may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another permissible purpose under the FCRA.

Your DPPA Permissible Use: Civil, Criminal, Administrative, or Arbitral Proceedings
Your GLBA Permissible Use: Fraud Prevention or Detection

Note: The "possible relatives" listed here have not been confirmed.

Contact Card Report

Date: 05/18/11
Reference Code: 122118-175973

Subject Information

(Best Information for Subject)

Name: KAMAL K ACHARYA
Date of Birth: **10/xx/1959**
Age: **51**
SSN: 592-14-xxxx issued in **Florida** between **1/1/1982** and **12/31/1982**

AKAs

(Names Associated with Subject)

KAMAL ACHARYA
SSN: 592-14-xxxx
KAMAL K ACHARYA
DOB: **10/xx/1959** Age: **51** SSN: 592-14-xxxx
KANAL K ACHANYE
SSN: 592-14-xxxx

Indicators

Current Property: **Yes**
Corporate Affiliations: **No**

Contact Card List

At Home

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	650-917-8829 - PDT ACHARYA SHARMILA	KAMAL K ACHARYA - Subject SHARMILA ACHARYA - Relative	675 DISTEL DR LOS ALTOS, CA 94022-1502

PhonesPlus

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	650-906-0570 - PDT KAMAL ACHARYA	KAMAL K ACHARYA - Subject	355 WINDINGWOOD CT MOUNTAIN VIEW, CA 94040-4756
2. COPY	650-906-0570 - PDT KAMAL ACHARYA 650-906-5917 - PDT KAMAL ACHARYA	KAMAL K ACHARYA - Subject	675 DISTEL DR LOS ALTOS, CA 94022-1502

Through Neighbors

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	650-948-2274 - PDT ALEO JOAN 650-948-2274 - PDT PONTIUS FRANK	JOAN PATRICIA ALEO - Neighbor FRANK A PONTIUS - Neighbor	680 DISTEL DR LOS ALTOS, CA 94022-1501
2. COPY	650-559-1891 - PDT BHATTACHARYA J	JAYANTA BHATTACHARYA - Neighbor CATHERINE KAI-LIN SU - Neighbor	668 DISTEL DR LOS ALTOS, CA 94022-1501
3. COPY	650-948-6243 - PDT KLUGA JOHN & JEANE	JEANE R KLUGA - Neighbor JOHN F KLUGA - Neighbor	661 DISTEL DR LOS ALTOS, CA 94022-1502

Address Summary (✓ - Probable Current Address)

✓ 675 DISTEL DR, LOS ALTOS CA 94022-1502 (Jun 1996 - Apr 2011)
Phone at address: 650-917-8829 - PDT **ACHARYA SHARMILA**

355 WINDINGWOOD CT, MOUNTAIN VIEW CA 94040-4756 (Mar 2009)

1334 CHARMWOOD SQ, SAN JOSE CA 95117-3609 (Aug 1984 - Jul 2003)

121 SARATOGA AVE APT 4118, SANTA CLARA CA 95051-7348 (May 1996)
Phone at address: 408-982-3386 - PDT **OTT ANDRES**
408-296-8381 - PDT **ZAPALA FRANCES**

2058 EUCALYPTUS CT, SANTA CLARA CA 95050-3474 (Aug 1984 - Sep 1993)
Phone at address: 408-557-9472 - PDT **BUNEA MARIUS M**

13341 CHARIRWOOD SQ, SAN JOSE CA 95117 (Aug 1984 - Dec 1992)

2901 ALBEMARLE ST APT 5, MELBOURNE FL 32901-7039 (Apr 1985)
Phone at address: 321-914-4716 - EDT **BOOZER BONNIE**
321-984-4349 - EDT **BRINKLEY BETH**

Bankruptcy Filings

[None Found]

Important: The Public Records and commercially available data sources used on reports have errors. Data is sometimes entered poorly, processed incorrectly and is generally not free from defect. This system should not be relied upon as definitively accurate. Before relying on any data this system supplies, it should be independently verified. For Secretary of State documents, the following data is for information purposes only and is not an official record. Certified copies may be obtained from that individual state's Department of State. The criminal record data in this product or service may include records that have been expunged, sealed, or otherwise have become inaccessible to the public since the date on which the data was last updated or collected.

Accurint does not constitute a "consumer report" as that term is defined in the federal Fair Credit Reporting Act, 15 USC 1681 et seq. (FCRA). Accordingly, Accurint may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another permissible purpose under the FCRA.

Your DPPA Permissible Use: Civil, Criminal, Administrative, or Arbitral Proceedings
Your GLBA Permissible Use: Fraud Prevention or Detection

Note: The "possible relatives" listed here have not been confirmed.

Contact Card Report

Date: 05/18/11
Reference Code: 122118-175973

Subject Information

(Best Information for Subject)

Name: SRINIVAS V LINGUTLA
Gender: **Male**
Date of Birth: **7/xx/1966**
Age: **44**
SSN: 504-21-xxxx issued in **South Dakota** between **1/1/1992** and **10/1/1993**

AKAs

(Names Associated with Subject)

SPINIVAS LINGUTLA
DOB: **7/xx/1966** Age: **44** SSN: 504-21-xxxx
SRINIVAS LINGUTLA
DOB: **7/xx/1966** Age: **44** SSN: 504-21-xxxx
SRINIVAS VLINGUTLA
DOB: **7/xx/1966** Age: **44** SSN: 504-21-xxxx
SRINIVAS V LINGUTLA
DOB: **7/xx/1966** Age: **44** SSN: 504-21-xxxx
SRINIVAS V LINOUTLA
DOB: **7/xx/1966** Age: **44** SSN: 504-21-xxxx

Indicators

Current Property: **No**
Corporate Affiliations: **No**

Contact Card List

At Home

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	408-433-5846 - PDT LINGUTLA SRINIVAS	SRINIVAS V LINGUTLA - Subject SREEDEVI D LINGUTLA - Wife	80 DESCANSO DR UNIT 1430 SAN JOSE, CA 95134-1827

Through Associates

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	408-899-2648 - PDT HUAWEI TECHNOLOGIES	VARMA RAUINDRA MANTHENA - Associate	530 MANSION CT APT 114 SANTA CLARA, CA 95054-3566

PhonesPlus

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	408-623-6993 - PDT SRINIVAS LINGUTLA	SRINIVAS V LINGUTLA - Subject	80 DESCANSO DR SAN JOSE, CA 95134-1827

Through Neighbors

	Phone & Listed Name	Name & Possible Relationship	Address
1. COPY	408-894-9965 - PDT NIELSEN MICHAEL T	MICHAEL T NIELSEN - Neighbor	80 DESCANSO DR UNIT 1426 SAN JOSE, CA 95134-1832

Address Summary (✓ - Probable Current Address)

✓ 80 DESCANSO DR UNIT 1430, SAN JOSE CA 95134-1827 (Oct 2004 - May 2011)
Phone at address: 408-433-5846 - PDT **LINGUTLA SRINIVAS**
408-577-1730 - PDT **NUTALL CHRIS**

708 MEDARY AVE APT 1, BROOKINGS SD 57006-1584 (Mar 2003 - Jul 2005)

45272 OMAK ST, FREMONT CA 94539-6643 (Feb 1996 - Sep 2003)

406 WECOTA ANX, BROOKINGS SD 57007-0001 (Aug 1996 - Mar 2002)

1610 1ST ST, BROOKINGS SD 57006-2617 (Mar 1993 - Mar 2002)
Phone at address: 605-692-5163 - CDT **MORGAN JOAN**

45272 AMAK ST, FREMONT CA 94539 (Apr 1996 - Feb 2000)

406 WECOTA NX SDSU, BROOKINGS SD 57007-0001 (Nov 1995 - Jul 1996)

802 11TH ST, BROOKINGS SD 57006-1350 (Jan 1996 - Feb 1996)

406 WECODA ANX, BROOKINGS SD 57007-0001 (Nov 1995)

406 WECOTA ANX, BROOKINGS SD 57006 (Nov 1995)

406 WECODA ANX, BROOKINGS SD 57006 (Mar 1993 - Oct 1995)

Bankruptcy Filings

[None Found]

EXHIBIT X

de Guzman, Dennis M.

From:	Chin, Davin
Sent:	Friday, May 20, 2011 1:56 PM
To:	'vincent@vincenttong.com'
Cc:	Rose, Jessica; Jackson, Evelyn D.
Subject:	Declaration for U.S. Patent App. No. 09/975,831; SWW Ref: 122118-175973
Importance:	High
Follow Up Flag:	Follow up
Flag Status:	Blue
Attachments:	122118-175973 Tong Declaration.pdf; Published Patent Application 20030074267.PDF; Exhibit A_Powerpoint Presentation_Shop at Anywhere Episode 2_Online-Offline Integration 10-16-2000.pdf; Exhibit B_Product Requirements Document PRD_Shop at Anywhere Bullet_Online-Offline Integration 10-23-2000.pdf; Exhibits C-T_emails.pdf

VIA UPS and email to vincent@vincenttong.com

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973
Please return the signed declaration to us by June 3, 2011

Dear Mr. Tong:

Thank you for your time yesterday to discuss the declaration that is now enclosed with this letter. As we discussed, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which originally filed by AOL with you listed as an inventor. This application is rejected and we believe that we can overcome the rejection by establishing conception and reduction to practice of this invention by Oct. 23, 2000. As you may recall, you assisted in a similar process, in late 2005, to establish that this invention was conceived and reduced to practice prior by April 27, 2001.

I have attached a copy of a new declaration, copies of Exhibits A-T (which are referred to by the new declaration – and also by the 2005 declaration), and a copy of the publication of this patent application.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. We are enclosing, with the UPS copy of this letter, a pre-addressed envelope for returning the original document to my office. The declaration should be signed with your first name and last name as set forth in

the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **June 3, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,

Davin Chin

DAVIN CHIN | Attorney
SCHWABE, WILLIAMSON & WYATT
1420 5th Ave., Ste. 3400, Seattle, WA 98101-4010
Direct: 206-407-1512 | Fax: 206-292-0460 | Email: dchin@schwabe.com
Assistant: Evelyn Jackson | Direct: 206-407-1578 | ejackson@schwabe.com
Legal advisors for the future of your business®
www.schwabe.com

Thank you for considering the environment before printing this email.

UPS CampusShip: View/Print Label

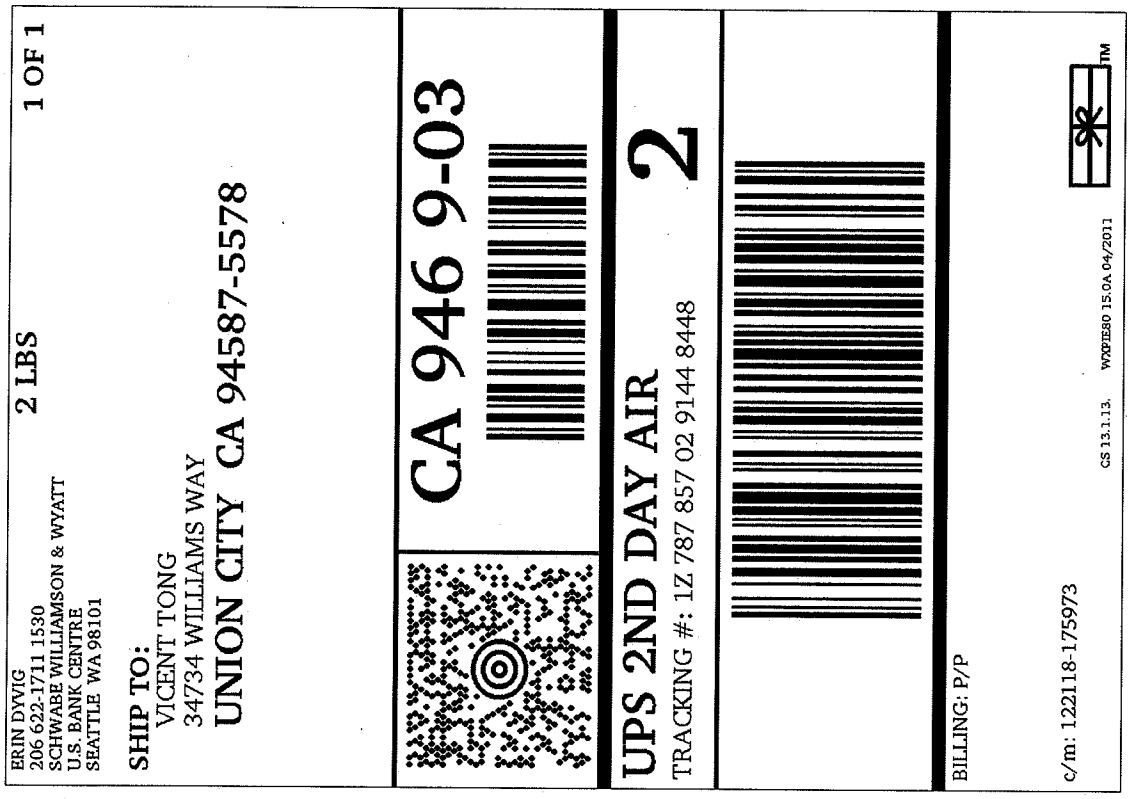
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services℠ (including via Ground) are also accepted at Drop Boxes.
   To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

May 23, 2011

VIA UPS and email to vincent@vincenttong.com

Mr. Vincent Tong
34734 Williams Way
Union City, CA 94587-5578

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by June 3, 2011

Dear Mr. Tong:

Thank you for your time last week to discuss the declaration that is now enclosed with this letter. As we discussed, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which originally filed by AOL with you listed as an inventor. This application is rejected and we believe that we can overcome the rejection by establishing conception and reduction to practice of this invention by Oct. 23, 2000. You assisted in a similar process in 2005.

I have attached a copy of a new declaration, copies of Exhibits A-T (which are referred to by the new declaration – and also by the 2005 declaration), and a copy of the publication of this patent application. I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-

addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **June 3, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

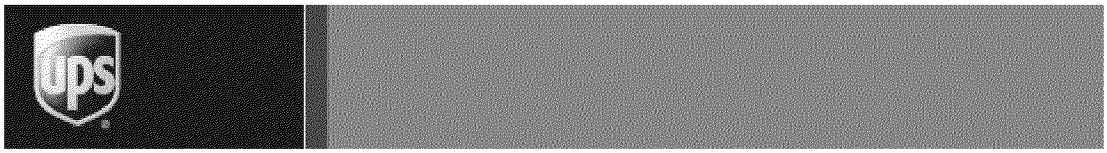
Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

de Guzman, Dennis M.

From: UPS Quantum View [auto-notify@ups.com]
Sent: Wednesday, May 25, 2011 3:24 PM
To: Jackson, Evelyn D.
Subject: UPS Delivery Notification, Tracking Number 1Z7878570291448448



***Do not reply to this e-mail. UPS and Schwabe Williamson & Wyatt will not receive your reply.

At the request of Schwabe Williamson & Wyatt, this notice is to confirm that the following shipment has been delivered.

Important Delivery Information

Tracking Number: 1Z7878570291448448
Delivery Date / Time: 25-May-2011 / 3:08 PM

Driver Release Location: PORCH

Shipment Detail

Ship To:
Vicent Tong
34734 WILLIAMS WAY
UNION CITY
CA
94587
US

Number of Packages: 1
UPS Service: 2ND DAY AIR
Weight: 2.0 LBS
Reference Number 1: 122118-175973

_____2RR2RR2uonK01q_____

Discover more about UPS:
Visit www.ups.com
Sign Up For Additional E-Mail From UPS
Read Compass Online

© 2011 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.
For more information on UPS's privacy practices, refer to the UPS Privacy Policy.
Please do not reply directly to this e-mail. UPS will not receive any reply message.
For questions or comments, visit Contact UPS.

This communication contains proprietary information and may be confidential. If you are not the intended recipient, the reading, copying, disclosure or other use of the contents of this e-mail is strictly prohibited and you are instructed to please delete this e-mail immediately.
Privacy Policy
Contact UPS

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

July 12, 2011

VIA UPS

Mr. Vincent Tong
34734 Williams Way
Union City, CA 94587-5578

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by July 26, 2011

Dear Mr. Tong:

Thank you for past assistance with this patent application. Following our last UPS package to you, we have updated the declaration and thus request your assistance in reviewing and signing the updated declaration.

As you know, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor. This application is rejected and we believe that we can overcome the rejection by establishing conception and reduction to practice of this invention as outlined in the attached declaration. You assisted in a similar process in 2005.

I have attached a copy of a new declaration, copies of Exhibits A-T (which are referred to by the new declaration – and also by the 2005 declaration), and a copy of the publication of this patent application. I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration

should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **July 26, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

UPS CampusShip: View/Print Label

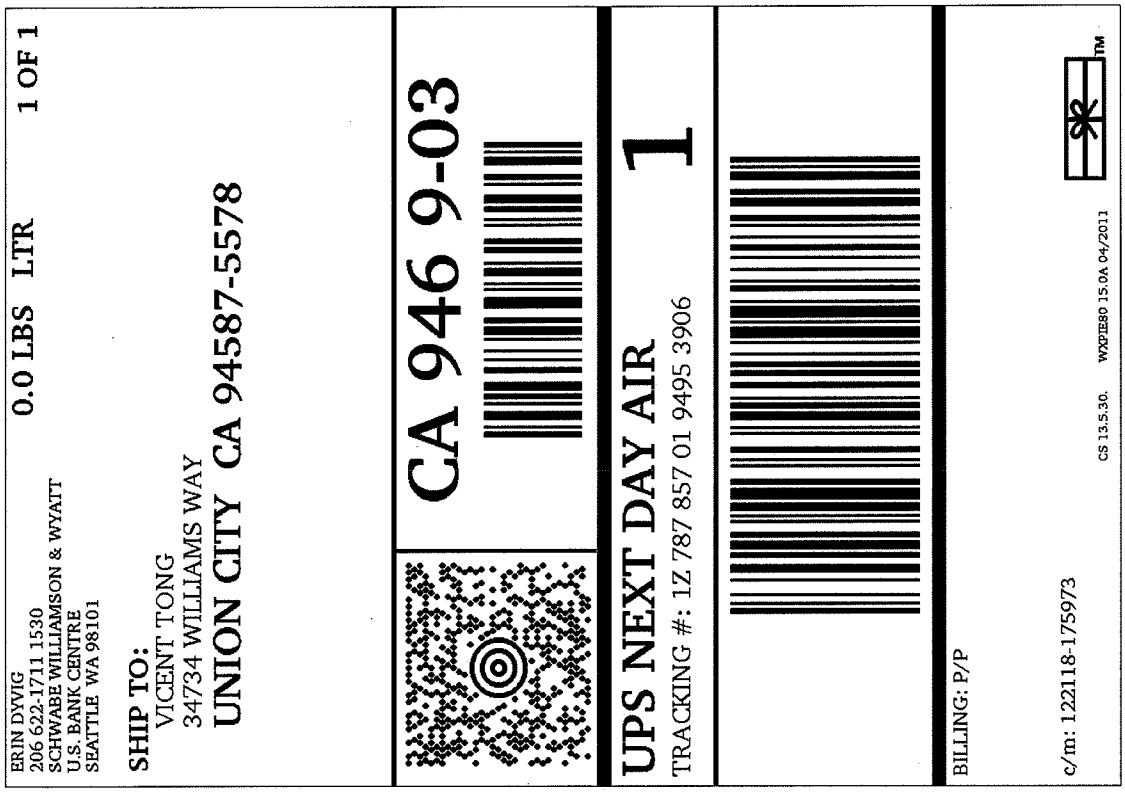
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

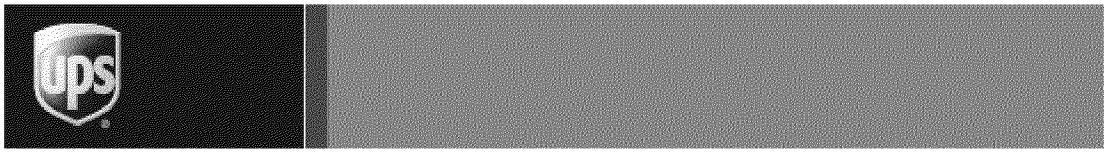
   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



de Guzman, Dennis M.

From: UPS Quantum View [auto-notify@ups.com]
Sent: Wednesday, July 13, 2011 10:36 AM
To: Jackson, Evelyn D.
Subject: UPS Delivery Notification, Tracking Number 1Z7878570194953906



Discover more about UPS:
Visit www.ups.com
Sign Up For Additional E-Mail From UPS
Read Compass Online

***Do not reply to this e-mail. UPS and Schwabe Williamson & Wyatt will not receive your reply.

At the request of Schwabe Williamson & Wyatt, this notice is to confirm that the following shipment has been delivered.

Important Delivery Information

Tracking Number: 1Z7878570194953906
Delivery Date / Time: 13-July-2011 / 10:05 AM

Driver Release Location: PORCH

Shipment Detail

Ship To:
Vicent Tong
34734 WILLIAMS WAY
UNION CITY
CA
94587
US

Number of Packages: 1
UPS Service: NEXT DAY AIR
Shipment Type: Letter
Reference Number 1: 122118-175973

____2@@2@@2tocmqTz____

© 2011 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.
For more information on UPS's privacy practices, refer to the UPS Privacy Policy.
Please do not reply directly to this e-mail. UPS will not receive any reply message.
For questions or comments, visit Contact UPS.

This communication contains proprietary information and may be confidential. If you are not the intended recipient, the reading, copying, disclosure or other use of the contents of this e-mail is strictly prohibited and you are instructed to please delete this e-mail immediately.
Privacy Policy
Contact UPS

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

July 20, 2011

VIA UPS

Mr. Vincent Tong
34734 Williams Way
Union City, CA 94587-5578

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by July 29, 2011

Dear Mr. Tong:

As you know, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor.

During our handling of the declaration discussed in our prior letter of July 12, 2011, we learned from Ms. Ellen Butler Patterson that she should not have been listed as an inventor on this patent application. Accordingly, it would be appropriate for us to file a new Declaration establishing the correct inventorship of this application.

I have thus attached a copy of a new declaration, a copy of the publication of this patent application; and copies of the amendments of (a) October 18, 2002; (b) September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008; (h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010). I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **July 29, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

DECLARATION FOR PATENT APPLICATION

INVENTORSHIP IDENTIFICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first, and sole inventor (if only one name is listed below) or an original, first, and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

TITLE OF INVENTION

METHOD AND SYTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING

SPECIFICATION IDENTIFICATION

the specification of which

_____is attached hereto.
__X__was filed on __October 11, 2001__ as
United States Application 09/975,831
or PCT International Application Number_____
and was amended on (a) October 18, 2002; (b) September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008; (h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010.
(if applicable)

ACKNOWLEDGEMENT OF REVIEW OF PAPERS AND DUTY OF CANDOR

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment referred to above.

I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

PRIORITY CLAIM (35 U.S.C. § 119(a)-(d) or (f), or 365(b))

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which

designated at least one country other than the United States of America, listed below and have also identified below any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)			Priority Claimed	
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No

DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of First Inventor: Kamal Acharya
Inventor's Signature: _____ **Date:** _____
Residence: Los Altos, CA (City, State) **Citizenship:** IN (Country)
Post Office Address: 675 Distel Drive, Los Altos, CA 94022

Full Name of Second Inventor: Vincent Tong
Inventor's Signature: _____ **Date:** _____
Residence: Union City, CA (City, State) **Citizenship:** HK (Country)
Post Office Address: 34734 Williams Way, Union City, CA 94587

Full Name of Third Inventor: Peter Gremett
Inventor's Signature: _____ **Date:** _____
Residence: Sunnyvale, CA (City, State) **Citizenship:** US (Country)
Post Office Address: 1045 W. McKinley Ave., Sunnyvale, CA 94086

Full Name of Fourth Inventor: Matthew Crampton
Inventor's Signature: _____ **Date:** _____
Residence: Mountain View, CA (City, State) **Citizenship:** US (Country)
Post Office Address: 1931 Old Middlefield Way, Mountain View, CA 94043

Full Name of Fifth Inventor: Srinivas Lingutla
Inventor's Signature: _____ **Date:** _____
Residence: Pittsfield, MA (City, State) **Citizenship:** IN (Country)
Post Office Address: 20 Meadow Ridge Drive, Pittsfield, MA 01201

Title 37, Code of Federal Regulations, Section 1.56
Duty to Disclose Information Material to Patentability

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is cancelled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is cancelled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct.

The Office encourages applicants to carefully examine:

(1) Prior art cited in search reports of a foreign patent office in a counterpart application, and

(2) The closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

(1) It establishes, by itself or in combination with other information, a *prima facie* case of unpatentability of a claim; or

(2) It refutes, or is inconsistent with, a position the applicant takes in:

(i) Opposing an argument of unpatentability relied on by the Office, or

(ii) Asserting an argument of patentability.

A *prima facie* case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

(1) Each inventor named in the application;

(2) Each attorney or agent who prepares or prosecutes the application; and

(3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.

(e) In any continuation-in-part application, the duty under this section includes the duty to disclose to the Office all information known to the person to be material to patentability, as defined in paragraph (b) of this section, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

UPS CampusShip: View/Print Label

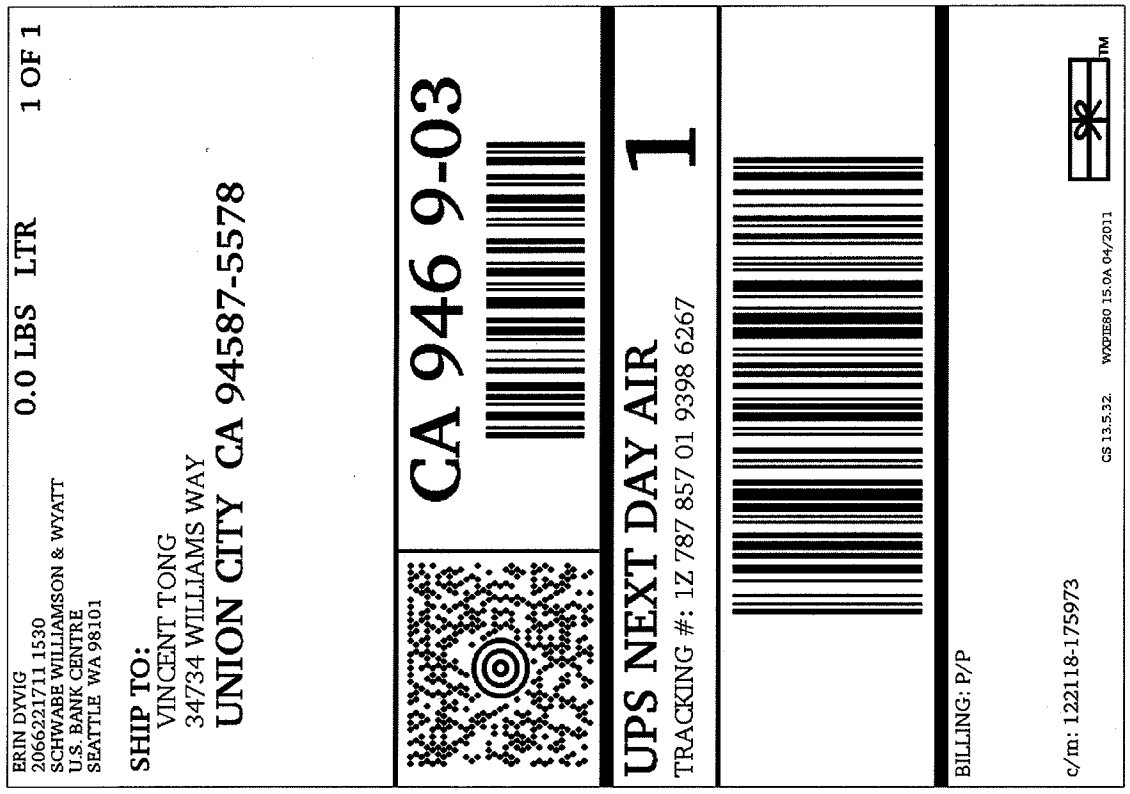
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



Tracking Summary

Tracking Numbers

Tracking Number:	1Z 787 857 01 9398 626 7
Type:	Package
Status:	**Delivered**
Delivered On:	07/25/2011 9:37 A.M.
Delivered To:	UNION CITY, CA, US
Service:	NEXT DAY AIR

Tracking results provided by UPS: 08/23/2011 2:04 P.M. ET

NOTICE: UPS authorizes you to use UPS tracking systems solely to track shipments tendered by or for you to UPS for delivery and for no other purpose. Any other use of UPS tracking systems and information is strictly prohibited.

Feedback

Close Window

Copyright © 1994-2011 United Parcel Service of America, Inc. All rights reserved.

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

Aug. 1, 2011

VIA UPS

Mr. Vincent Tong
34734 Williams Way
Union City, CA 94587-5578

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by Aug. 10, 2011

Dear Mr. Tong:

As you know, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor.

We previously sent you a package on July 12, 2011 which included a declaration under 37 CFR 1.131 to establish dates of conception, reduction to practice, and diligence in reducing the invention to practice ("the 131 Declaration"). The July 12, 2011 package also included copies of Exhibits A-T (which are referred to by the 131 Declaration), a copy of the publication of this patent application, and a return envelope.

On July 20, 2011 we also sent you an Inventorship Declaration along with a copy of the publication of this patent application and copies of the amendments of (a) October 18, 2002; (b) September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008; (h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010; as well as a return envelope.

Unfortunately, we have not yet received your response to either of these packages. We are thus sending additional copies of the 131 Declaration, Inventorship Declaration, and above-listed supporting documents along with a return envelope which you can use to return the signed 131 Declaration and Inventorship Declaration to my Office. However, if this letter and your

response to the July 12 and July 20 packages have crossed paths in transit, please disregard the enclosed materials. We would, however, appreciate a call or email to let us know that the Declarations are in transit.

Please review these materials including all information on the 131 Declaration and Inventorship Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the declarations. The declarations should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declarations have been signed, please return them to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **Aug. 10, 2011**. Please note that failure to respond may be considered a refusal to sign these declarations.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

UPS CampusShip: View/Print Label

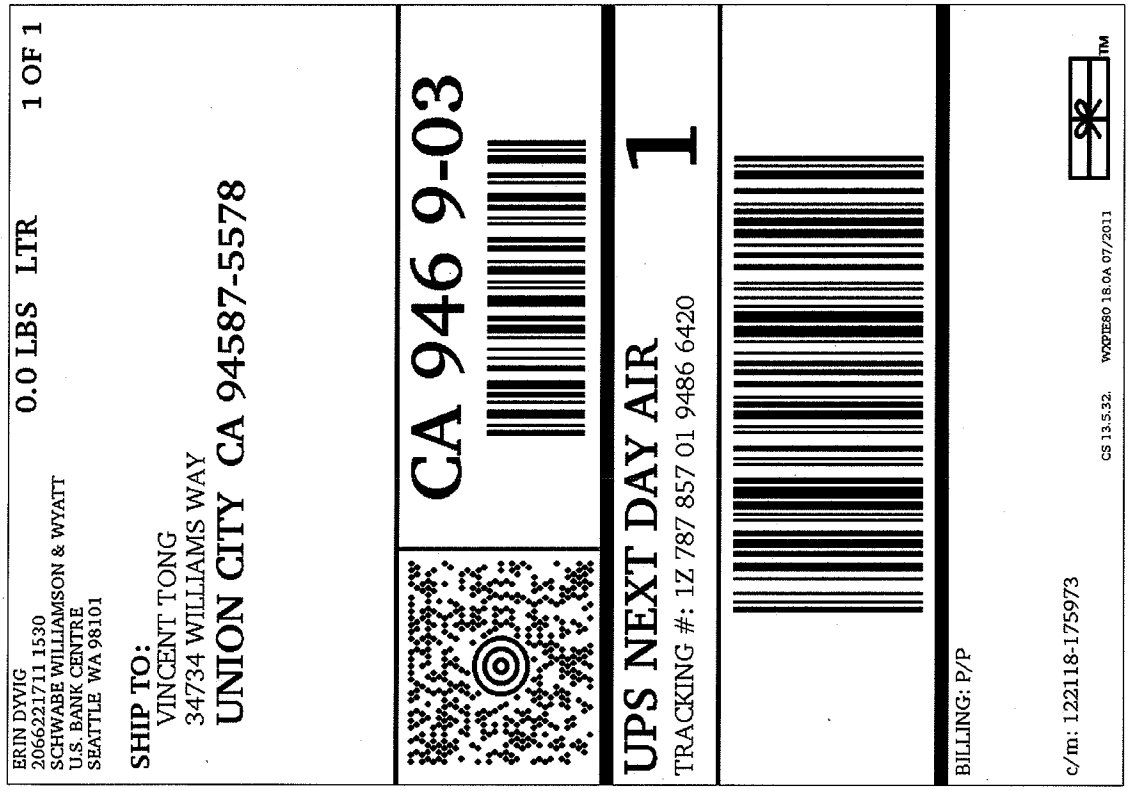
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



Tracking Summary

Tracking Numbers

Tracking Number:	1Z 787 857 01 9486 642 0
Type:	Package
Status:	**Delivered**
Delivered On:	08/02/2011 10:22 A.M.
Delivered To:	UNION CITY, CA, US
Service:	NEXT DAY AIR

Tracking results provided by UPS: 08/22/2011 12:36 P.M. ET

NOTICE: UPS authorizes you to use UPS tracking systems solely to track shipments tendered by or for you to UPS for delivery and for no other purpose. Any other use of UPS tracking systems and information is strictly prohibited.

Feedback

Close Window

Copyright © 1994-2011 United Parcel Service of America, Inc. All rights reserved.

DOCKET NO.: 122118-175973
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831

Filed: October 11, 2001

Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING**

Examiner: Brandy A. Zukanovich

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF VINCENT M. TONG UNDER 37 CFR 1.131

I, Vincent M. Tong, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish:

(A) conception of the subject matter of the application, in the United States, prior to October 16, 2000,

(B) actual reduction of practice of the subject matter of the application, in the United States, prior to May 4, 2001, and

(C) diligence in actually reducing the subject matter of the application to practice, in the United States, from prior to December 22, 2000, through the actual reduction to practice of the subject matter of this application prior to May 4, 2001.

2. I contributed to the conception of the subject matter of the application prior to October 16, 2000. As evidence of this conception, I refer to the following exhibit:

EXHIBIT A:

Powerpoint presentation, Shop@Anywhere Episode 2: Online/Offline Integration *Code Name: Yoda*, October 16, 2000.

3. I have reviewed the above-referenced EXHIBIT A and believe that it is of such character and weight as to establish conception of the subject matter of the application prior to October 16, 2000.

4. I contributed to the actual reduction of practice of the subject matter of the application prior to May 4, 2001. As evidence of this actual reduction to practice, I refer to the following exhibits:

EXHIBIT B:

Product Requirements Document (PRD): Shop@Anywhere Bullet – Online/Offline Integration <*Code Name: Yoda*> [Release 1.0], October 23, 2000;

EXHIBIT C:

Email from Srinivas Lingutla to Kamal Acharya; February 2, 2001;

EXHIBIT D:

Email from Srinivas Lingutla to Kamal Acharya; February 11, 2001;

EXHIBIT E:

Email from Kamla Acharya to Todd Goldman, *et al.*; February 19, 2001;

EXHIBIT F:

Email from Srinivas Lingutla to Kamal Acharya; March 6, 2001;

EXHIBIT G:

Email from Kamal Acharya to Mohsin Hussain; March 7, 2001;

EXHIBIT H:

Email from Srinivas Lingutla to Kamal Acharya; March 11, 2001;

EXHIBIT I:

Email from Srinivas Lingutla to Kamal Acharya; March 21, 2001;

EXHIBIT J:

Email from Srinivas Lingutla to Kamal Acharya; March 28, 2001;

EXHIBIT K:

Email from Kamal Acharya to Mohsin Hussain; March 28, 2001;

EXHIBIT L:

Email from Srinivas Lingutla to Kamal Acharya; April 4, 2001;

EXHIBIT M:

Email from Kamal Acharya to Mohsin Hussain; April 8, 2001;

EXHIBIT N:

Email from Srinivas Lingutla to Kamal Acharya; April 10, 2001;

EXHIBIT O:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001;

EXHIBIT P:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001;

EXHIBIT Q:

Email from Srinivas Lingutla to Kamal Acharya; April 17, 2001;

EXHIBIT R:

Email from Kamal Acharya to Mohsin Hussain; April 19, 2001;

EXHIBIT S:

Email from Kamal Acharya to Mohsin Hussain; May 4, 2001; and

EXHIBIT T:

Email from Srinivas Lingutla to Kamal Acharya; May 9, 2001.

5. I have reviewed the above-referenced EXHIBIT B through EXHIBIT T and believe that they are of such character and weight as to establish the actual reduction of practice of the subject matter of the application prior to May 4, 2001.

6. Further, I believe that the above-referenced EXHIBIT B through EXHIBIT T are of such character and weight as to establish diligence in reducing the subject matter of the application to practice from prior to December 22, 2000, through the actual reduction to practice of the subject matter of this application prior to May 4, 2001.

7. EXHIBIT A through EXHIBIT T referred to herein are attached herewith. These exhibits are also already of record in the application. These exhibits were filed with the USPTO on December 22, 2005, in one or more prior declarations under 37 CFR 1.131.

8. I have reviewed the exhibits referred to herein and believe that they are accurate.

9. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

_____ _____

Vincent M. Tong Date

EXHIBIT A

Shop@Anywhere

Episode 2: Online/Offline Integration

Code Name: Yoda

Advanced Planning Meeting

Vincent Tong

10/16/00

Feel the "Brick-&-Mortar" Force...
Online retail sales will reach only a modest 7% of the total retail market within the next 4 years
(Red Herring/Forrester Research 07/00)

BEST AVAILABLE COPY

What's the problem we are trying to solve?

- Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00)
- Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from physical store nearby all-in-one-place
- Neither AOL nor our key competitors are addressing this need

"32% of all online buyers look [online] for the most convenient off-line physical store location" – Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" – Jupiter

Shop@

Goals

SHORT-TERM (Shop@Anywhere Bullet - 6 months)

- Make shopping easier and more convenient by helping consumers to locate nearby physical stores of "click-&-mortar" Shop@ merchant partners
- Highlight local offerings from "click-&-mortar" merchant partners (e.g. physical store presence, local store return/pick-up for online sales)
- Earn consumers' trust, as they release their zipcode/address to us
- Generate additional pages views
- Drive local ad impressions via Digital City

LONG-TERM

- Provide a true multi-channel (both online and offline) merchant comparison environment with store-level product pricing and availability from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants

Shop@

Project Metrics

- Deploy store locator feature and highlight local store offering for 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, after 3 months

- 15% of store locator users will "store" their zipcode/address for repeat usage, after 3 months

- Generate additional 17M pages views in year 1

- Drive $1.3M local ad impressions via Digital City in year 1

Shop@

Value Proposition

Consumers

- Convenience! -- This will make the info needed for my purchase decision readily available (local store listings of merchants)
- Quick access to local store content (e.g. nearby restaurants, driving direction) to satisfy my need for entertainment & instant gratification
- In the long term, "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)
- Bottom Line = AOL provides us with the best comparison shopping for online merchants and local stores — HIGH

Value Proposition

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

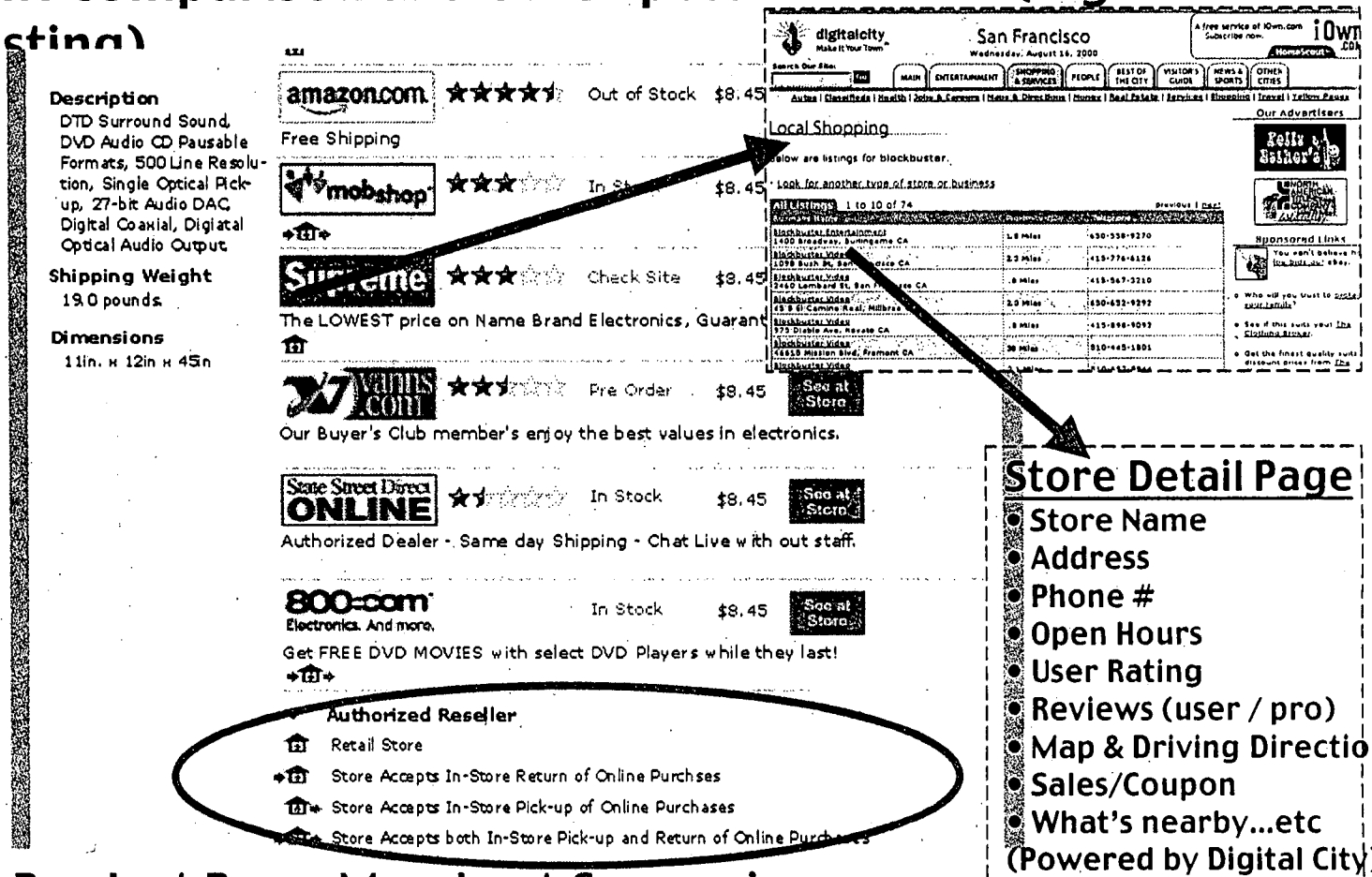
- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

The Store Locator

- ⌘ **Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Listing)**

PLUS

- ¥ User may store multiple target locations (link to UMP?)
- ¥ Local store return/pick-up policy for online sales



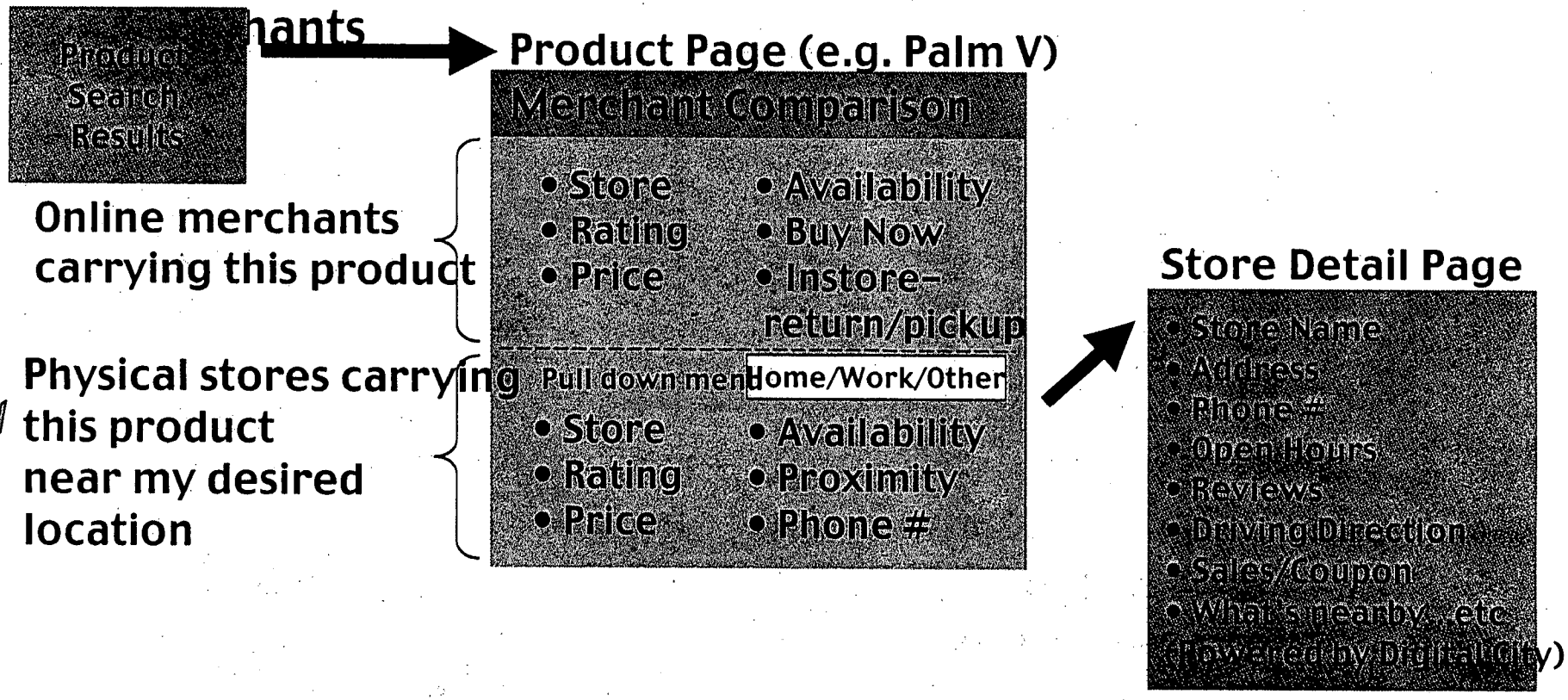
Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final

Shop@

The Long Term Vision (outside the scope of this bullet)

- Provide a true multi-channel (both online and offline) merchant comparison environment with the latest store-level product pricing and availability info from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" [illegible]nants



Cost and Benefit

Revenue & Traffic Impact

Generate $1.3M in yr. 1 & $1.8M in yr. 2 via local ad impressions

Generate additional 17M page views in yr. 1 & 24M in yr. 2

Open future revenue opportunities via this localized platform

Did I mention Y!, MSN and Amazon don't have it?

Retention

Consumers:	HIGH
Click-&-Mortar Merchants:	HIGH
Pure-play e-tailers:	-ve

2-month Development Cycle (Est.)

Engineering	3.5 pm
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

Shop@

pm = person-month

Key Dependencies / Risks

- Depends on Digital City to provide the proximity search and the localized content – *Mitigation: Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request*

- Privacy concern on allowing user to store zipcode/address – *Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Kent once features are finalized*

- Negative reaction from "pure-play" e-tailer partners – *Mitigation: Ask Account Management team for feedback*

- Different product assortment at Web channel vs. Physical store channel for a merchant – *Mitigation: create*

Open Issues

- Can/should we deliver the "stored" user zipcode / address to UMP? – Need to check with Personalization Divlet

- In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Listing, Dept Pages) – Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.

- Do we need permission from merchant partner to deploy "Store Locator"? – Need to check with Acct Mgmt

What's Next?

- Core team assignment – this week
- Further investigate open issues and risks
- Project Kick-off Review & PRD – week of 10/30/00

EXHIBIT B

B

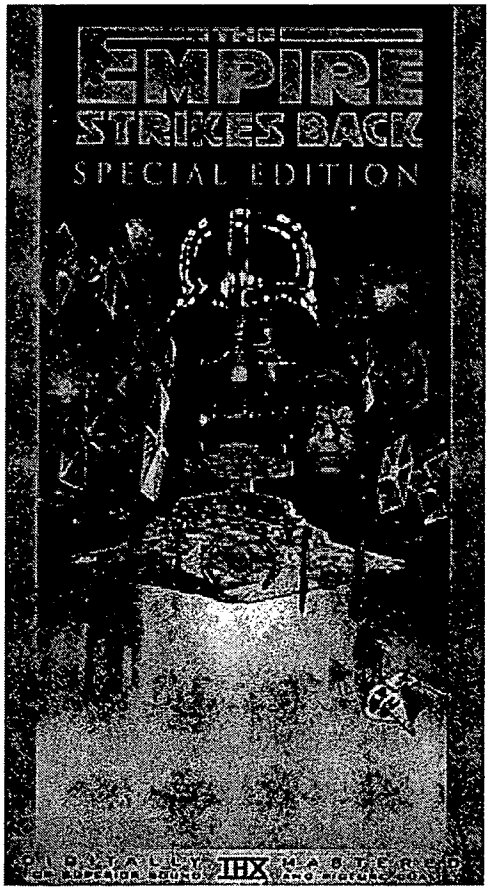
Product Requirements Document (PRD)

Shop@Anywhere Bullet - Online/Offline Integration *<Code Name: Yoda>*

[Release 1.0] [10/23/00]

America Online, Inc., CONFIDENTIAL

- **DO NOT COPY or DISTRIBUTE ***



☒ Review Draft
☐ Final for Acceptance by Core Team

Document Owner
Vincent Tong, Sr. Product Manager, Shop@ Products Group, AOL
EMAIL vincentt@netscape.com, AIM vincentmkt007, TEL 650-937-4775

BEST AVAILABLE COPY

EXECUTIVE SUMMARY 3

PURPOSE OF PRD 3

REVISION HISTORY/CHANGE SUMMARY 3

ASSOCIATED DOCUMENTS 3

PRODUCT CONTACTS 4

PRODUCT DEVELOPMENT TEAM (* - CORE TEAM) 4
STAKEHOLDERS AND THEIR REPRESENTATIVES (* - KEY) 4

CONCEPT AND OBJECTIVES 5

GOAL 5
PROBLEM DEFINITION 5
BUSINESS OBJECTIVES 5
PRIORITIZED METRICS 6
HIGH LEVEL CONSTRAINTS 6

MARKET ANALYSIS & OPPORUNITY 7

TARGET USERS 7
COMPETITION 8

PRODUCT ECONOMICS 9

PRODUCT AND SERVICE 10

VALUE PROPOSITION 10
PRIORITIZED REQUIREMENTS 11
LONG TERM VISION 14
RELEASE CRITERIA 16

OPERATIONS 17

OPERATIONAL ISSUES AND RESOLUTIONS 17

RISK AND ISSUES 18

ISSUES 18
RISKS 18
DEPENDENCIES 18

RESOURCE AND SCHEDULE 19

SCHEDULE (PRELIMINARY) 19
STAFFING (PRELIMINARY) 19

APPENDIX 20

USAGE ESTIMATE 20
TERMS AND DEFINITIONS 21
SYSTEM USERS 21
AOL SHOPPING PERSONAS 22
<SOURCE: PETER GREMETT> 22
MOCK-UP OF DIGITAL CITY DETAILS PAGE (NOT FINAL) 23

EXECUTIVE SUMMARY

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). The Shop@ channels have done nothing to address this need so far. There is a huge opportunity for AOL to win the online/offline integration battle vs. the competition by having Digital City and Shop@ channels joined forces. Immediately, consumers will witness a better comparison shopping experience with the ability to easily and conveniently find nearby retail locations of "click-&-mortar" merchant partners. In the long term, we will be able to open up new revenue opportunity by moving up the value chain (e.g. enabling large manufacturers/distributes to sponsor their "brick-&-mortar" dealers). It is an important yet simple first step to the right direction.

PURPOSE OF PRD

The purpose of this document is to define the target for the product team and extended operational team. It communicates the objectives and priorities of the product so that the product team makes the best decisions. It translates/tie business objectives so that team members can clearly understand how their work contributes.

REVISION HISTORY/CHANGE SUMMARY

Release 1.0: (10/23/00) Initial draft for review by core team.

ASSOCIATED DOCUMENTS

The following documents will also be written in conjunction with this requirement document.

Design/Testing:
- Technical specifications- Kamal A.
- Usability tests – Peter G.
- Test Plan – QA lead?

Launch:
- Marketing plan – Vincent T.

Post-mortem:
- Postmortem - Vincent T.

PRODUCT CONTACTS

Product Development Team (- Core Team)*

Name	Organization	Role	Phone	E-mail
Vincent Tong*	Shop@Products	Product Mgr	650 937 4775	Vincentt@netscape.com
Amanda Halbert*	AOL e-commerce	Business Owner	703-265-1151	ahalbert@aol.com
Randy Wagner*	Digital City	Digital City Counterpart	703-265-3342	rwagner8@aol.com
Kamal Acharya *	Shop@Products	Engineering Mgr	650 937 4383	acharya@netscape.com
Peter Gremett*	Shop@Products	UI Designer	650 937 6504	Pgremett@netscape.com
TBD*	Shop@Products	Project Mgr		
Aron Boggs	AOL e-commerce	Interface with AOL Member Support	703-265-1468	boggsaron@aol.com

Stakeholders and their Representatives (- Key)*

Name	Organization	Role	Phone	E-mail
Katherine Borsecnik*	AOL e-commerce	Executive "Good to Go" approval	703 265 3480	KatherineB/a@aol.com
Todd Goldman*	Shop@Products	Executive "Good to Go" approval	650 937 6434	tgoldman@netscape.com
Patrick Gates*	AOL e-commerce	Executive "Good to Go" approval	703 265 0037	Patrickgates/a@aol.com
Jim Ambach*	Shop@Products	Executive "Good to Go" approval	650 937 3948	ambach@netscape.com
Todd Unger*	Digital City	Executive "Good to Go" approval	703-265-0209	Digitodd@aol.com
Jim Bramson	Legal	Legal Counsel	703-265-1075	JimBramson@aol.com
Carol Madson	Shop@Netscape	Shop@Netscape representation	650-937-6268	cmadson@netscape.com
Veronica Gabriel	Shop@CompuServe	Shop@CompuServe representation	614-538-3842	vgabriel00@cs.com
Chris Iannuccilli	Interactive Marketing /Account Management	Communication with merchant partners	415-844-9134	Iannuccilli@aol.com
Sean Guy	AOL Member Services	AOL Member Support	703-265-1510	seang567@aol.com
Al Patel	AOL E-commerce	Mar Comm	703-265-2793	Alkentpatel@aol.com

CONCEPT AND OBJECTIVES

Goal

IMMEDIATE GOAL
Unlock the power of Digital City, AOL's crowned jewel in the localized content play, into the Shop@ space. Create a better comparison shopping experience by enabling Shop@ users to easily and conveniently find nearby retail locations of Shop@ merchant partners.

LONG TERM VISION
Provide a true "one-stop-shop" for consumers to comparison shop. They may perform product search and merchant comparison on individual products from large and small "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.

Problem Definition

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from nearby physical store all-in-one-place. The Shop@ channels are not addressing this need at the moment.

"32% of all online buyers look [online] for the most convenient off-line physical store location" - Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" - Jupiter

Business Objectives

Categories	Objectives
Consumer Satisfaction	Increase retention by making comparison shopping easier and more convenient
Merchant Partner Satisfaction	Increase retention of "Click-&-Mortar" merchant partners by highlighting their "offline" assets
Strategic	Earn consumers' trust, as they release their zipcode/address to us
	Open up future revenue opportunities via this localized platform (e.g. move up the supply chain to add value to manufacturers and to mom-&-pop stores)
Traffic	Generate incremental pages views
Revenue	Drive local ad impressions via Digital City

Prioritized Metrics

How do we know if we succeed?

Type	Priority	Metrics
Consumer & Merchant Partner Satisfaction	H	Deploy Yoda to 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, within 3 months after the initial launch
Consumer Satisfaction	H	Achieve a click-thru rate of 5% for the "Store Locator" feature, within 3 months after the initial launch
Strategic	M	15% of users will "store" their zipcode/address for repeat usage, within 3 months after the initial launch
Page Views	H	Generate incremental page views of 21M in year 1 and 32M in year 2 (see Product Economics for assumptions)
Revenue	H	Drive additional local ad impressions via Digital City valued at $1.6M in year 1 and $2.4M in year 2 (see Product Economics for assumptions)

High level constraints

Categories	Constraints
Budget	None identified (It's been approved as part of the Shop@Anywhere Bullet)
Schedule	None identified
Staffing	UI resource constraint
Merchant	None identified

MARKET ANALYSIS & OPPORUNITY

Target Users

The primary audience is the current users of Shop@ channel: (Tier 1: Shop@AOL & Shop@AOL.com. Tier 2: Shop@Netscape & Shop@CompuServe. Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp) The prioritization is based on their need and desire to shop offline.

- Priority 1: "Shirley"
- Priority 2: "Steve"
- Priority 3: "Chantilly"

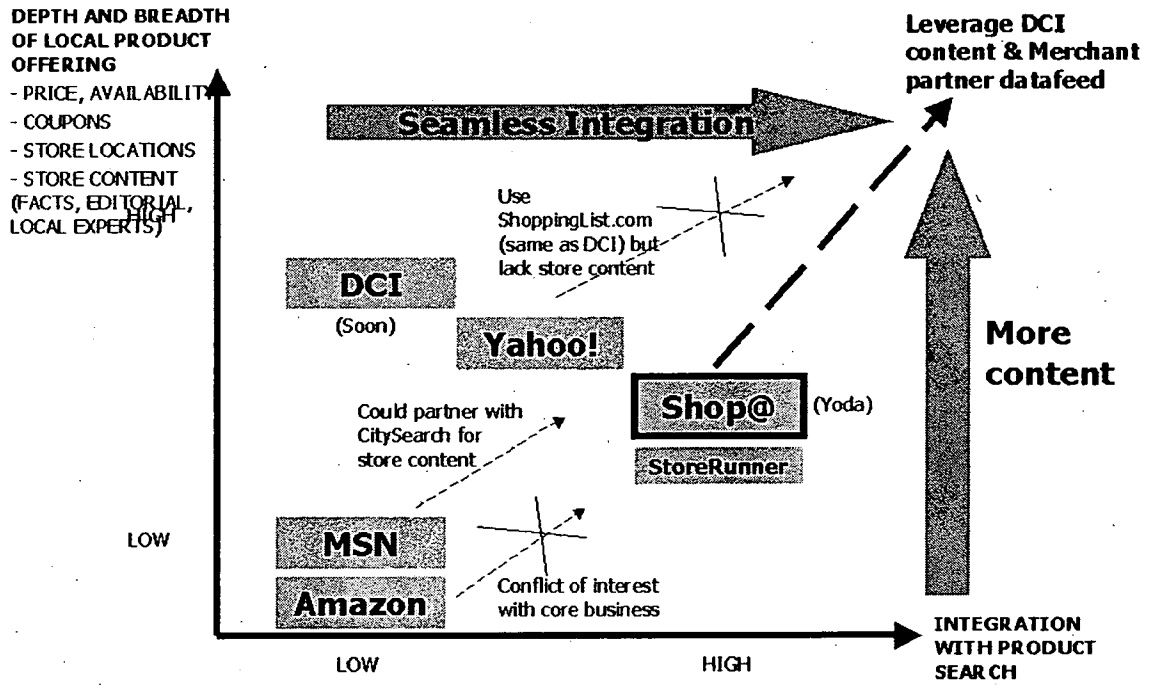
(See appendix for the AOL Shopping Personas)

The secondary audience is the potential traffic coming from Digital City via the Shop@AOL.com integration points. Digital City is the most trafficked local content network in the U.S. with over 6M unique users/month, 8% reach (Media Metrix, June 2000 Home/Work).

- Priority 1: "Clicks-and-mortar shoppers": Using this term loosely to describe people who research/shop online as a means to buying offline. Research discussed at the Kelsey Local Commerce Conference indicated that 60%-70% of online shopping results in offline purchase, approaching $750 million in annual purchases within the next few years.
- Priority 2: "Shopping enthusiasts": people who love to shop and see shopping and "the thrill of the hunt" as entertainment. Includes both in-town and visitor segments (about 50% of unique users for any particular Digital City come from outside the market)
- Priority 3: "Bargain-seekers": price-driven shoppers and sales fanatics interested in where to get the best deal, coupons/special offers, and sales.

(Source: Todd Unger, Digital City. Prioritization by Vincent Tong)

Competition



The winner will be determined by its ability to seamlessly deliver the most comprehensive store-by-store product content and store content. With Digital City as the competitive advantage on the store content front, the Shop@ channels are well positioned to win the online/offline integration war. To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels <See Long Term Vision>

PRODUCT ECONOMICS

AOL monetizes this product directly via incremental page views to Digital City.
Please see appendix for more detail.

Summary	Jan-Dec 2001	Jan-Dec 2002
Incremental page views	21M	32M
Revenue	$1.6M	$2.4M
Est. based on $75 CPM		

KEY ASSUMPTIONS

- Only traffic driven by the Merchant Comparison area's "Store Locator" feature via Product Pages and Shopping Assistant are considered here.
- Traffic via other integration points (e.g. A-Z Store Directory, Department pages) are too trival

- Future revenue opportunity as we built this localized platform is not considered in this model
- Higher retention rate of "Click-&-Mortar" merchants are not considered in this model
- The growth rate of online buyers from Jupiter is applicable to that of our users

PRODUCT AND SERVICE

Value Proposition

Consumers

- Convenience! -- Make comparison shopping easier, as the local store listings of merchants are readily available with a click of the button at convenient places within the Shop@ environment (e.g. Merchant Comparison area)
- Quick access to entertaining and helpful local store content via Digital City's Details Page (e.g. map, driving direction, user review, professional review, store sales, coupons)
- Bottom Line = AOL provides us with a better comparison shopping experience for online merchants and local stores — HIGH

*In the long term, we should be able to expand the universe of Shop@ partners to include "brick-&-mortar" only stores. "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

Prioritized Requirements

The purpose here is to clearly communicate prioritized requirements to engineering, UI and QA so that they can make the correct trade-offs when making and implementing design decisions. The following requirements are prioritized as follows:

- P0 = Non negotiable. It isn't a functional product without this feature.
- P1 = Critical. Product can initially exist without this feature but not for long.
- P2 = Differentiating feature that may provide significant marketing value.
- P3 = Would be nice to have.

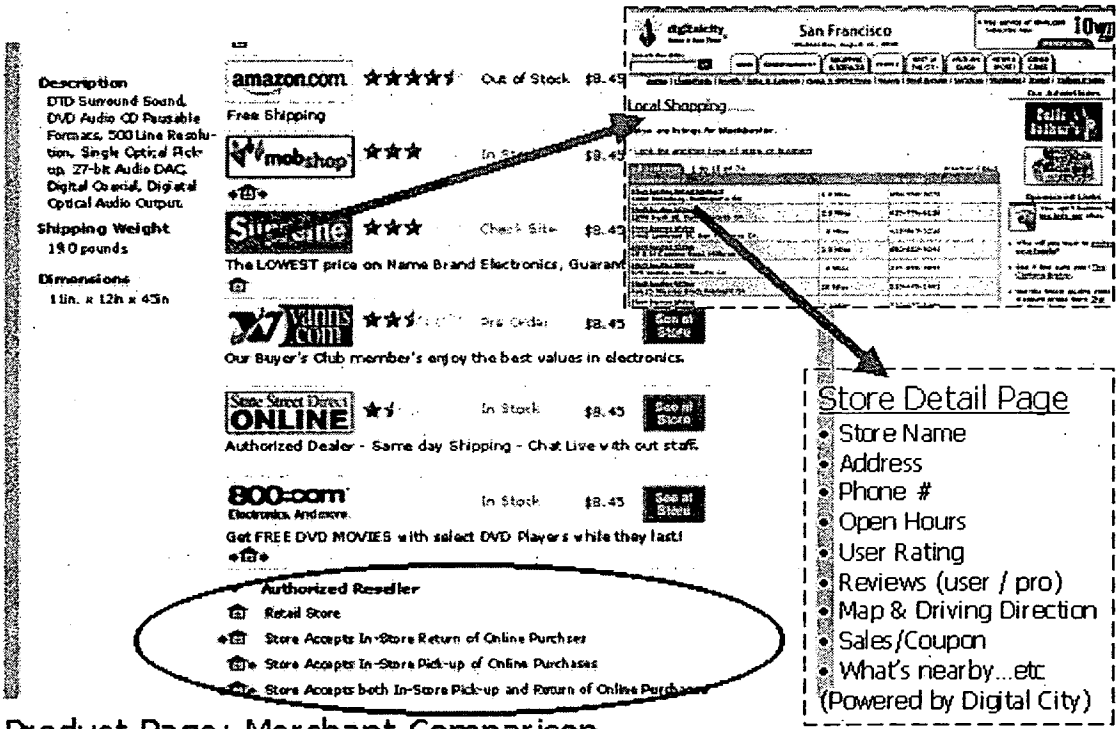
Please also see appendix for Terms and Definitions

Summary

Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Directory)

User may store multiple target locations (link to UMP)

Indicators of merchant's local store return/pick-up policy for online sales



Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final design) page 7

Requirements	Priority
DRIVE AWARENESS AT SHOP@ CHANNELS	
"Store Locator" indicator next to each "click-&-mortar" merchant partner. It triggers the proximity search feature	P0
Clearly identify the different types of in-store return/pick-up policy for online sales of each "click-&-mortar" merchant partner A) Store Accepts In-Store Return of Online Purchases B) Store Accepts In-Store Pick-up of Online Purchases C) Store Accepts Both In-Store Return and Pick-up of Online Purchases D) Don't know or None	P1
Placement in Merchant Comparison area (includes but only limited to Product Page and Shopping Assistant) across Shop@channels	P0
Placement in Department Pages across Shop@channels	P1
Placement in A-Z Store Directory across Shop@channels	P1
Display the number of nearby stores for each "click-&-mortar" merchant within the default/predefined radius of the user's "stored" target location	P2
TARGET LOCATION(S)	
Solicit user for address, zipcode or city, state (within Shop@ channels). Pre-fill the form on repeat visits with the last selection (cookie?).	P0
Enable the same functionality for "Find It Locally"[1] feature under Shopping Search	P1
Enable and encourage user to "store" multiple target locations (e.g. home, work, grandma's house). User may easily pick any one of their target locations to perform the proximity search. Requires authentication of the corresponding membership (e.g. AOL, CompuServe, Netscape). Information will be stored as an extended UMP profile for the user so that the data will be standardized and tightly controlled and other applications can share this data (should collaborate with MapQuest and UMP owner Rizwan Ali on this).	P2
Pre-fill target location form from user's core UMP under Shop@AOL and Shop@ CompuServe (if any). <Subject to Privacy Issue>[2]	P3
User may define the search radius (could be stored along with the target location as well)	P3
PROXMITY SEACH (BY DIGITIAL CITY)	
Search: With the target location, merchant name and search radius (default or user-defined) as parameters, search for the merchant partner's physical stores in the Digital City directory.	P0
Presentation of Search Result: Minimally, the search result must display store name, proximity to target location and phone number. If there is no result, user will be advised to return to select another Shop@ merchant partner. If there are more than one search result, the stores will be ranked by proximity starting with the closest one.	P0
To ensure accuracy of search result (e.g. Blockbuster Fireworks Inc. should not be returned as a search result for "Blockbuster"), the "click-&-mortar" merchant partners should be mapped to their retail outlets at the Digital City directory (e.g. add a Shop@ merchant ID to all Blockbuster stores and use this ID as search	P0

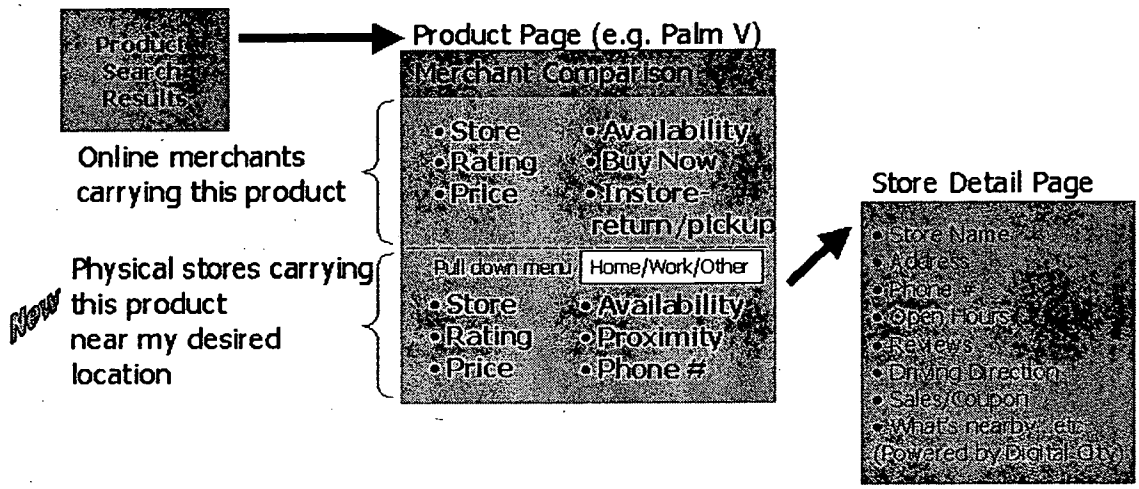
[1] "Find It Locally" resides on the Shopping Search 2.0 Result Page. Currently, it collects a zipcode from the user and passes the search's product category and the zipcode to Digital City. The result would be a list of offline merchants under the same product category and the zipcode.

[2] Currently, UMP (Unified Member Profile) is at it early infancy. According to UMP's Product Manager Rizwan Ali, it does not collect info from subscriber's billing profile (due to privacy issue) and depends largely on My AOL.com. Moreover, information stored at core UMP (e.g. address, birthday) also need to be assigned whether it could be shared for application outside My AOL.com or not.

parameter instead of merchant name)	
Each search result contains a direct link to the store's Details Page	P0
STORE DETAILS PAGE (BY DIGITAL CITY)	
Content Availability: With an estimated launch in mid-Dec 2000, the Details Page is the heart of Digital City's enhanced shopping directory. While the exact amount of content for each location may vary depending on Digital City's content acquisition efforts. Here is the prioritized list of content item for all "click-&-mortar" merchant partners.	
- Venue description (store name, address, phone #, & editorial)	P2
- Photo	P2
- DCI Utilities ("Map") & Driving Directions (takes the target location)	P0
- Enhanced Data – hours, accepted payment, price info, return policy, parking, cross street, upcoming events	P2
- Local Expert Reviews	P2
- Fulfillment Tools (sales, coupon) via ShoppingList.com co-brand	P1
- Shop@ Integration (static link to Shop@AOL.com)	P0
- NetBusiness Biz Card tie-in	P3
Update Content: With a one week turn-around time, a Digital City Producer should be able to update the "factual" content items of individual listing upon the request of Shop@ merchant partners via their Account Managers. These items include "Enhanced Data" & "Venue description" (except for the editorial). Moreover, the producer should also be able to handle adding a new store and deleting a "closed" one in the same time frame as well. The change should propagate across the Digital City directory.	P0
Block "Unfriendly" Advertising: With a one week turn-around time, a Digital City Producer should be able to filter out advertising deemed "unfriendly" by the Shop@merchant partners. The change should be limited to only this co-branded Details Page.	P2
THE DIGITAL CITY & SHOP@ CO-BRAND EXPERIENCE	
Until the user returns to the Shop@ channel, his/her entire experience after igniting the "Store Locator" feature will be co-branded by Digital City and the corresponding Shop@ channel	P0
The co-branded site will be stripped of all non-shopping related content to minimize distraction of user's online shopping activity. However, user can always access the entire product offerings of Digital City by clicking on the "Digital City" logo.	P1
CUSTOMER CARE	
Self Help FAQ on this feature should be readily available within the co-branded environment	P0
Consumer feedback form should be readily available within the co-branded environment. The "categorized" feedback form is a vehicle for Shop@ Product Group to collect user comments on this feature and is NOT meant to be answered by customer service.	P1
REPORTING	
# of impressions, click-thrus and empty result of the "Store Locator" feature for each "click-&-mortar" Shop@ merchant partners, per Shop@ channel-location (e.g. Product Page's Merchant Comparison at Shop@Netscape.com)	P0
# of Page Views at Digital City & Shop@ co-branded page via the "Store Locator" feature, per Shop@ channel	P0
# of Unique Users "storing" their target location for repeat usage	P1

Long Term Vision

Summary
- Provide a true multi-channel (both online and offline) product search and merchant comparison environment on individual products from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants



- Seamlessly integrate the latest product information (e.g. availability, pricing) of individual physical retail locations of Shop@ merchant partners into Shop@ Product Search and Merchant Comparison all-in-one-place.
- Include product information on store-by-store level from "Click-&-Mortar" merchant partners into the Datamart
- Include product information on individual "Brick-&-Mortar" Mom-&-Pop stores (sponsored by manufacturers?) into the Datamart
- Provide Product Page for "Specialty" items, currently un-available due to the lack of product content. With local store information, it might be compelling enough to have a Product Page for Guess Jeans.

Be patient....
Unfortunately, merchants are NOT ready yet. Most "Click-&-Mortar" merchants have NOT synchronized their Web and physical store retail channels. That means they lack the ability to pinpoint the availability or even the pricing of an individual product for each of their physical stores. Echoing the "Competition" section.... To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels.

UI Design Goals

AOL Shopping Persona	User Experience Goals to "Find nearby stores of Shop@ merchant partners"
Shirley	- EASY: The "Store Locator" features are conveniently located next to all "click-&-mortar" merchant partners throughout the Shop@ channel. It's so easy to find them. - SENSE OF ACCOMPLISHMENT: a.k.a. dummy-proof. The "Store Locator" feature is so easy to use. There is no way for me to make a mistake, unless I type in the wrong target location.
Steve	- FAST: Once I decided that I like this product, I can quickly compare prices from online store and call up nearby local stores for pricing and availability. 2 or 3 clicks.... I am done.
Chantilly	- FUN: There is so much interesting content on the Details Page for this store (e.g. Local Expert reviews on this store). I can't wait to tell my sister about it.

<See Appendix: AOL Shopping Persona for details on the personas>

Other Goals:

- It is highly likely that there are different product assortment at Web channel vs. Physical store channel for a merchant. If the user is coming from the Merchant Comparison page, we need to set the right expectation with the user that the local stores might or might not carry this product and the pricing might not be the same.
- Avoid distracting consumers with other DCI content. Filter out the non-shopping related content.
- User may easily return to what they were doing at the Shop@ channel (e.g. the "Store Locator" feature could open a new window for the Digital City co-brand)
- The placement of "Store Locator" will NOT cause the Product Page to violate the merchant agreement of display at least 2 merchant at merchant comparison area above the fold.

Release Criteria

HARDWARE

The following requirements are expected to run on the following hardware platforms:
<Please see appendix>

WEB

- No P0 or P1 defects
- No misspellings or alignment errors can appear in the UI
- Proximity search results will be generated correctly at least 99% of the time
- Having the "Store Locator" on Shop@ channels does not noticeably effect the download speed
- Digital City can process proximity search request and push search results within 8 seconds at peak time, 3 seconds average
- Digital City can support an additional 5 service requests per second at peak for the proximity search
- It should take a Digital City producer a one-week turnaround time at the maximum to update store content on Details Page, adding a new store or deleting a closed store
- All help documentation (FAQ) describing "Store Locator" usage is included
- The following usability criteria will be demonstrated through user tests
  - 90% of tested users do not find "Store Locator" distracting
  - 90% of tested users understand what "Store Locator" will do for them before clicking on it
  - 90% of tested users can find the local stores of a "click-&-mortar" merchant in front of their screen without additional instruction, especially with the target location tool
  - 80% of tested users indicate that the search results and Details are useful while shopping, and that they would use it again

OPERATIONS

Operational issues and Resolutions

SUPPORT CONSUMERS

Support	Tier 1: Shop@AOL & Shop@AOL.com	Tier 2: Shop@Netscape & Shop@CompuServe	Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp
Email	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)
Phone	None	None	None
On-line	Self-Help FAQ	Self-Help FAQ	Self-Help FAQ

SUPPORT MERCHANT PARTNERS

<Store Info Update>

- *"Click-&-Mortar" merchant partners* are expected to request updates on their local store content in the Digital City database (e.g. new phone #, new store opening, store close-down, store relocation) via their *Account Managers*
- The assigned *producer* at Digital City to handle this request is TBD.
- We must be careful in setting the right expectation with merchant partners on the editorial integrity of Digital City. Digital will ONLY change the factual content items on the Details Page.

RISK AND ISSUES

Issues

Areas	Status	Issues
Legal	Open	Privacy concern on allowing user to store zipcode/address - Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Jim Bramson and Kent Walker once features are finalized
Merchant	Open	Do we need permission from merchant partner to deploy "Store Locator"? - Need to check with Acct Mgmt
Placement	Open	In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Directory, Dept Pages) - Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.
UMP	Closed	Can/should we deliver the "stored" user zipcode / address to UMP? - Need to check with Personalization Divlet
Space Limitation	Open	On Product Pages, we are promising that 2 merchants will be display at merchant comparison area "above the fold". Need to verify with Account Services.

Risks

Areas	Risks	Contingency (Plan B)
Merchant Partner Satisfaction	Potential negative reaction from "pure-play" e-tailer partners	Ask Account Management team for feedback

Dependencies

Areas	Dependencies	Contingency (Plan B)
Internal Tech & Content Partner	Depends on Digital City to provide the proximity search and the localized content	Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request

RESOURCE AND SCHEDULE

Schedule (Preliminary)

Staffing (Preliminary)

<Source: Jun Huang & Steve Rubinstein>

2-month Development Cycle (Est.)

Engineering	3.5 pm*
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

*pm – person-month

Appendix

Usage Estimate

KEY ASSUMPTIONS											
- Revenue from Store Locator at A-Z Store List is too trival											
- Future revenue opportunity as we built this localized platform is not considered in this model											
- Higher retention rate of Clicks-&-Mortar merchants are not considered in this model											
- Est. traffic between Aug 01 - July 02 is used for Yr 1											
- The growth rate of online buyers from Jupiter is applicable to that of AOL users											
TRAFFIC ESTIMATES											
	US online buyers (Jupiter 1/00)			**Page Views for Product Pages**							
	Yr	Online Buyers	Growth Rate	Annual	Period						
	2,000	39,000,000	n/a	154,856,365	Aug 00 - July 01 (AOL e-commerce Estimates)						
	2,001	52,000,000	33%	**180,836,713**	Yr 1 (Using AOL e-commerce est for Jan-Jul '01 and using Jupiter's Growth Rate for Aug-Dec '00)						
	2,002	67,000,000	29%	**233,001,150**	Yr 2 (Using Jupiter's Growth Rate)						
				YEAR 1	YEAR 2	SOURCE/EXPLAINATION/ASSUMPTION					
DIRECT REVENUE FROM STORE LOCATOR				Jan 01-Dec 01	Jan 02-Dec 02						
	Merchant Comparsion Only Page PVs			180,836,713	233,001,150	Shopping Assistant is driving traffic to Merchant Comparsion					
						Only Page in the same rate as Search to the Product Page					
	Page Views (Product Page & M.C. Only Page)			361,673,426	466,002,299						
	Avg # Merchants at M.C.			4.0	4.5	Shop@ M.C. team					
	% Click-&-Mortar Merchant			30%	30%	Shop@ A-Z Store List 8/8/00					
	% Store Nearby User			20%	20%	Wild guess. Important.					
	% Local Store Available at M.C.			24%	27%	(% Brick-&-Mortar Merchant x % Store Nearby User) x Avg # merchants at M.C.					
	% User decided to pursue a merchant			30%	30%	Shop@ M.C. team					
	% User prefer to shop offline			75%	75%	Jupiter					
	% Subtotal			5.4%	6.1%						
	PVs on Proxmity Search Result Page (DCI)			19,530,365	28,309,640						
	% Click-thru to Details Page			10%	15%	Wild guess. Need to ask DCI					
	PVs on Details Page (DCI)			1,953,037	4,246,446						
	Total PVs			21,483,402	32,556,086						
	CPM			$75	$75	Digital City - Shopping Category (Todd Unger)					
	REVENUE			**$1,611,255**	**$2,441,706**						
SERVER LOAD ESTIMATE											
	Service Requests		For the Year	19,530,365	28,309,640						
			Peak Month (Dec) = 18%	3,515,466	5,095,735						
			Daily Avg During Peak Month	113,402	164,379						
			Peak Hour (10% of day)	11,340	16,438						
	Service Requests Per Second During Peak Hour			3.15	4.57						

Terms and Definitions

The following terms are used (and italicized) throughout the PRD, especially in the requirements section.

"Click-&-Mortar" Shop@ Merchant Partners: Shop@ merchant partners with physical retail outlets and a web store-front (e.g. BN.com)

"Brick-&-Mortar" Shop@ Merchant Partners: Merchants with physical retail outlets and no web store-front (e.g. Mom-&-Pop store)

"Pure-Play E-tailer" Shop@ Merchant Partners: Shop@ merchant partners with a web store-front but no physical retail outlets (e.g. eToys)

System Users

There are three different classes of users for the Shopping Assistant: shoppers, administrators and producers, and executives. Each class is described below. Features for shoppers will be developed first, followed by features for administrators and producers, and finally executives.

Shoppers: These are the end users of the system. They interact with the system from within the AOL and CompuServe clients. Their goal is to shop online.

Administrators and Producers: These are the users charged with the ongoing operation and maintenance of the system. These users are responsible for trouble-shooting, for adding/deleting and editing merchants and sites where Shopping Assistant services are recommended, and for performing routine maintenance. Their goal is the successful operation, maintenance and expansion of the Shopping Assistant.

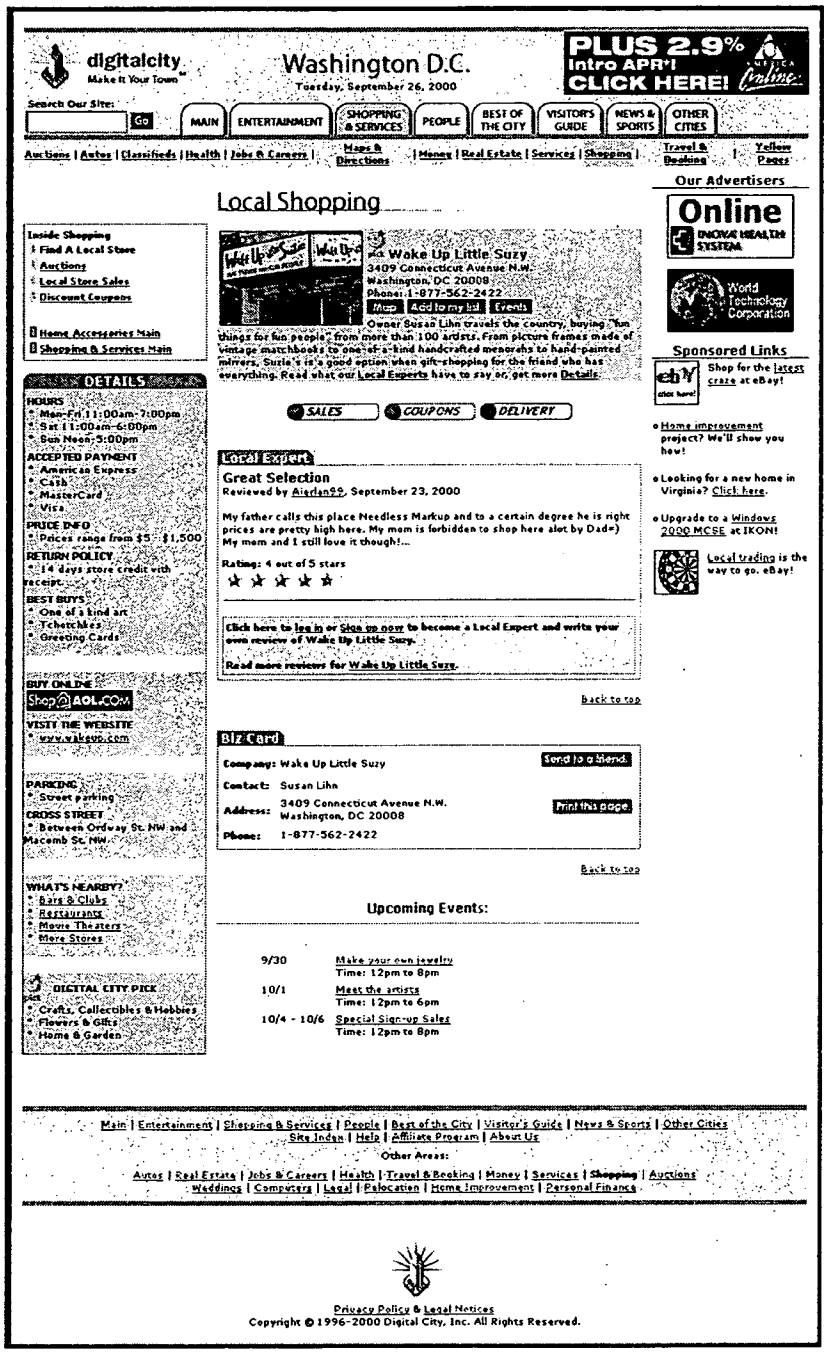
Executives: Executives are interested in tracking the use and acceptability of the Shopping Assistant. Their goal is to determine how the Shopping Assistant is functioning and whether it is attaining its success criteria.

AOL Shopping Personas

<Source: Peter Gremett>

Mock-up of Digital City Details Page (not final)

The details page is the heart of Digital City's enhanced shopping directory:.



Hardware Requirements

Unless otherwise noted, the features described in PRD are meant to run on the following hardware configuration:

Server-Side

- Operating System: Solaris 2.6 and above
- Processor: Sun E450 4 CPU
- Memory: 2 GB RAM
- Disk Space: 4 GB hard drive space

Client-Side

- Operating System: Windows 32-bit, Win95/98/Me, Win NT/2000, Whistler
- Processor: Pentium Class PC
- Memory: 16 MB RAM
- Disk Space: 48 MB hard drive space
- Screen Resolution: Minimum resolution 640 x 480, 256 colors
- Internet Connection: Modem, 28.8

EXHIBIT C

C

From - Fri Feb 02 19:31:06 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.252]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G85NQZ00.R8C; Fri, 2 Feb 2001 16:23:23 -0800
Message-ID: <3A7B4F21.70A49ED4@netscape.com>
Date: Fri, 02 Feb 2001 19:21:53 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/2/2001</h3>
1. Continued work on Local Stores design. Met with Search team and
discussed

issues related to merchant database, detection of user's location and
events

database.
<p>2. Started work on installation and configuration of VL5 plugin. This
is

being done on landscape.mcom.com, a development server, for Magic Carpet

authentication. This is to be followed with testing of authentication
for

AOL in-service users.
<p>3. Review of career development plan.
<p>4. Support/maintenance work on Shopping List. Updated the demo pages
to include

all the required parameters when adding products to Shopping List.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

EXHIBIT D

D

From - Sun Feb 11 09:13:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.200]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G8LJJ400.TI4; Sun, 11 Feb 2001 06:13:52 -0800
Message-ID: <3A869DC7.2489D7A2@netscape.com>
Date: Sun, 11 Feb 2001 09:12:23 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/9/2001</h3>
1. Continued work on Local Stores design. Met with Rick Henderson
and Glenn Mi to talk about modifications to the Merchant Compare service
to include local store information. Finalized most of the outstanding design
issues.
<p>2. Continued work on installation and configuration of VL5 plugin. Successfully
configured the VL5 plugin on landscape.web.aol.com to read Magic Carpet
Authentication headers (for web users).
<p>The Magic Carpet VL5 catalog is not released to production and the TurboWeb
group does not yet have a test environment set up to

test new catalog which includes the latitude/longtude information.
<p>I still haven't received the mapping file for converting location information
to a zip code. The person responsible in the AOLNet Ops is no longer
working in the group due to reorg and I have sent mail to the manager,
Steve Long, asking for the file.
<p>3. Completed focal review.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

EXHIBIT E

E

```
From - Mon Feb 19 07:32:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
        16:29:39) with ESMTP id G8RT5V00.PXA for <srinivas@dredd>; Wed,
        14 Feb 2001 15:27:31 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f1ENRUI18467
        for srinivas; Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Resent-Date: Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Message-ID: <3A8B1484.C175144B@netscape.com>
Date: Wed, 14 Feb 2001 15:28:04 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Todd Goldman <tgoldman@netscape.com>,
        Jim Ambach <ambach@netscape.com>,
        Peter Weck <weck@netscape.com>,
        Tony Schofield <ant@netscape.com>,
        Rajesh Mahajan <rmahajan@netscape.com>,
        shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"CEQsDD.A.OgE.hRxi6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<b>Shop@Anywhere status for week ending 2/9/01</b>
<p>This week:
<ul>
<li>
Local Store:</li>

<ul>
<li>
Finished design doc.  Design review scheduled for the next week.</li>
```


Continued experimentation with the VL5 plugin. Still waiting for the mapping file for converting location information from VL5 header to zipcode.

Shopping Widget:

Finished design doc. Design review scheduled for the next week.

Implemented class to generate XML from parsed data.

Started working on image manipulation.

Product Page Anywhere:

Finished design doc. Design review scheduled for the next week.

Completed Focal Review.

Worked on the Integrated Schedules.

Next week:

Hold design reviews.

Reexamine schedules.

Get schedule commitments from DCI and P13n divlet.

Issues:

Getting schedule commitment from DCI is still the biggest issue.

Project Management status:
<p>Accomplisments this week:
<p>- Continued work on the event codes. Merchant Comparison, Shopping Assistant,
and Wallet have event codes that still need work. Wallet has some that need to be set up with

"impact", a new tool from the NOC that allows an event to be monitored over a specified amount of time so that it only gets reported if it occurs x amount of times during x duration of

time.

- I talked to AOL San Diego (Personal Logic) to make them aware of the changes to product pages.

- Followed up with Jim Bramson on copyright requirements on the printer friendly pages.

- Met with EMC rep from Operations to review our new projects.

- Started conversations with Ops to make them aware of our new projects and get assignements. Still need to do followup.

<p>Issues:

- QCPP 2.0 has no schedule or official plans yet. However if they want to make it into Shopping Assistant for AOL 6.5, they need to start working on it now. Ellen, the new PM for

QCPP 2.0, is aware and addressing the issue.
<p>For next week:
<p>- Continue working on event codes.

- Followup with Ops on new projects. Will invite them to the Design reviews this week.

- Finish non-engineering schedules for the Shop@anywhere projects.

- Hopefully get to committed schedule by end of week.

- Kimberly Blessing will be visiting. We should discuss the Local Stores and ShopHelp.

- Eirene Espinosa is also visiting. She is the Project manager for AOL client 6.0 refresh. Meeting with her regarding Shopping Assistant.

 </html>

EXHIBIT F

F

From - Tue Mar 06 22:26:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.51]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id G9T3WU00.KGH;
Tue, 6 Mar 2001 18:50:54 -0800
Message-ID: <3AA5A1A8.430C21A1@netscape.com>
Date: Tue, 06 Mar 2001 21:49:12 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/2/2001</h3>
1. On vacation from 3/1 to 3/2
<p>2. Continued work on VL5 configuration/testing. The current problem
with testing for Magic Carpet authentication is that the user auth information
(screen name, service type, etc) is available only for the first request
to the web server. I have sent my configuration files to the vlsupport
team, but no resolution, yet.
<p>3. Started making modifications to the Merchant Comparison module to
include local store information.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT G

From - Wed Mar 07 06:10:09 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9TEFY00.NP8 for <srinivas@dredd>; Tue, 6 Mar 2001 22:38:22 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f276cMA19954
for srinivas; Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Resent-Date: Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Message-ID: <3AA5D780.628482A1@netscape.com>
Date: Tue, 06 Mar 2001 22:38:56 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"_hpnKC.A.U3E.dddp6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Escalations

None.

Accomplishments

Product Page Print & Email

Installed Search code on development server. Still some issues with
the cache database. Continued setting up the development environment.</
li>

Worked on the Mail Handler backend code.

Met with QA team to help develop test plan.

Engineering and QA participated in the finalized UI review.

Local Store

Discussed merchant feed handling strategy with Steve and Yogi. Came up with a workable plan. Need to write down the plan and do a sanity check with others in the divlet and with DCI.

Discussed including Local Store locator on A-Z pages. The Dulles team doesn't want to spend a lot of effort into this. They agreed to include a simple store search widget.

Got familiar with the Merchant Compare code and started coding the local store UI.

Engineering and QA participated in the finalized UI review.

Shopping Widget

QA wrote first draft of the test plan.

Continued working with the P13n folks on the widget implementation details.

Reviewed Shop@Anywhere project requirements with Ops.

Issues

DCI relationship still requires very close management. No need to escalate yet.

Ops raised some issues with our plan to scrape the "store specials" from the department pages. David Habib promised to work with us on this issue and on wardware requirement.

Next week

Product Page Print & Email

Finish setting up development environment.

Try to finish Mail Handler back end.

Local Store

Get agreement from everyone involved on the merchant feed handling. Come up with a plan for implementing the necessary changes to the Tools and feed processing.

Make progress on Local Store UI development.

Widget

Resolve Ops issues.

Meet with P13n QA folks to determine the Widget QA environment and responsibilities.

Resolve open issues with the P13n engineering team.

</html>

EXHIBIT H

H

From - Sun Mar 11 17:34:57 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.166]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9YINY00.BX5; Fri, 9 Mar 2001 16:57:34 -0800
Message-ID: <3AA97B93.3113AA7E@netscape.com>
Date: Fri, 09 Mar 2001 19:55:47 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/9/2001</h3>
1. Continued work on VL5 configuration/testing. Successfully completed
testing of Magic Carpet Authentication. Completed coding for authentication
of AOL and CS users.
<p>Submitted request for VL5 headers (in place of X-AOL headers)
for the Shopping List QA machine.
<p>2. Continued modifications to the Merchant Comparison module to include
local store information.
<p>3. Completed checkin of the code modifications for the enhancements
to Shopping List to support CTA Banner service, after successful testing
by the CTA Banner team.
<p>4. Met with Manomohan Pillai and Michael Forncrook to update them on
recent modifications to Shopping List.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT I

I

From - Wed Mar 21 16:11:31 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.115]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAKAEA00.SL9; Wed, 21 Mar 2001 11:06:10 -0800
Message-ID: <3AB8FB2E.1215F57D@netscape.com>
Date: Wed, 21 Mar 2001 14:04:14 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/21/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/21/2001</h3>
1. Put together Shopping List Release 1.1 after completing testing. Mano
to install/test on QA server. The VL5 headers are enabled for QA server.
<p>2. Modified Merchant Comparison module to read local stores information
from text database. I put together a text database using the merchant table
from the production server for Search and the Franchide ID information
from DCI.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT J

J

From - Wed Mar 28 05:33:01 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.179]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAWLE200.GK6; Wed, 28 Mar 2001 02:34:50 -0800
Message-ID: <3AC1BDD0.E846CDB9@netscape.com>
Date: Wed, 28 Mar 2001 05:32:48 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/27/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/27/2001</h3>
1.Testing still underway for Shopping List Release 1.1 on QA server. It
turned out that the VL5 headers were not initially turned for the cs.com
alias of the server. Currently, VL5 authentication works for both web users
and in-service users (AOL and CS).
<p>We just noticed another problem, initially reported by the CTA team,
where if two users sign in from a web browser in succession, the second
user is authenticated as the first user!
<p>I have informed the vlsupport team of the problem. The installation
of the new release of Shopping List on production servers is likely to
be delayed, pending investigation of the problem.
<p>2. The Merchant Comparison module is modified to work with a text database
of the local store merchants. Both the grid version and standard-html version
of the MC are working now. We are awaiting the activation of the proximity
search interface at DCI so that we can start sending queries to DCI to
look up local stores.
<p>3. Reviewed and provided feedback for the QA Test plan for Local Stores.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT K

K

From - Wed Mar 28 15:26:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAXCIY00.DNF for <srinivas@dredd>; Wed, 28 Mar 2001 12:20:58 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f2SKKts24266
for srinivas; Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Resent-Date: Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Message-ID: <3AC2479B.35BD15F0@netscape.com>
Date: Wed, 28 Mar 2001 12:20:44 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"PMmFzC.A.w4F.eekw6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/21/01 - 3/27/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Continued working on the Product Page Email JSPs and integration with the

Search servlet.

Integrated with Magic Carpet.

Local Store

Both the grid version and the stand alone version of the Mercant Compare are modified to show local stores. We are awaiting the activation of the proximity search interface at DCI so that we can start sending queries to DCI to look up local stores.

Reviewed QA test plan.

Shopping Widget

Kept working on hosting issues with Ops. We are close to a resolution.
Laura is driving this.

Reviewed HTML for the widget.

Issues

None

Next week

Product Page Anywhere

Try to finish Product Page Email JSPs.

```
<li>
Work on first drop to QA.</li>
</ul>

<li>
Local Stores</li>

<ul>
<li>
Wire Local Store UI to DCI search URL, assuming their interface is live.</li>

<li>
Integration testing.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Work with P13n folks on the QA process</li>
</ul>
</ul>
</html>
```

EXHIBIT L

L

From - Wed Apr 04 06:56:40 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.58]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GB9L1Y00.6ZW;
Wed, 4 Apr 2001 03:56:22 -0700
Message-ID: <3ACAFDC5.4C1A612@netscape.com>
Date: Wed, 04 Apr 2001 06:56:06 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/2/2001</h3>
1. Implemented a workaround for the recently found bug in VL5 plugin. If two users sign in from a web browser in succession, this bug results in the second user being authenticated as the first user. The problem is caused by a authentication cookie set by the VL5 plugin when the first user logs in; this cookie is not regenerated when a second user logs in, but is instead reused, resulting in the second user being authenticated as the first.
<p>The workaround clears the VL5 cookie during logout from Shopping List; a new cookie is then generated by VL5 when a new user logs in. After this workaround is tested on QA server, installation of Shopping List Release 1.1 on production servers will be scheduled.
<p>2. I started installing and running the Search service on a new UltraSparc machine; I could not run Search on my Sparc20 system, landscape, because Search software requires UltraSparc systems.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT M

M

From - Sun Apr 08 16:01:55 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBA9MA00.PEB for <srinivas@dredd>; Wed, 4 Apr 2001 12:46:58 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f34JkuU27131
for srinivas; Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Resent-Date: Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Message-ID: <3ACB7A26.44E37ED0@netscape.com>
Date: Wed, 04 Apr 2001 12:46:47 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"1IP_pB.A.XnG.uo3y6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/28/01 - 4/3/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Worked on Magic Carpet integration.

Local Store

Reviewed and provided feedback on the plain text feed format specified by DCI. Waiting for the modified DCI proximity search URL to be live, to start doing integration testing. (ETA - mid april)

Shopping Widget

We think we have a resolution on the hosting architecture. Need to circle back with Ops and close it next week.

Issues

None

Next week

Product Page Anywhere

Finish Product Page Email.

Work on first drop to QA.

Local Stores

Start working on the Datamart changes needed to support local stores.


```
<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Make changes to the Extractor based on new deployment architecture.</li>

<li>
Look into error handling (Netcool).</li>
</ul>
</ul>
</html>
```

EXHIBIT N

N

From - Tue Apr 10 21:44:54 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.88]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GBLU1600.M9D;
Tue, 10 Apr 2001 18:41:30 -0700
Message-ID: <3AD3B63B.EFD716C@netscape.com>
Date: Tue, 10 Apr 2001 21:41:15 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/10/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/10/2001</h3>
1. Submitted a QAR for installing the latest release of Shopping List on production servers.
<p>2. Coding is mostly done for the Store Locator feature in Search. A flat-file text database is used for the local stores information. Set up demo pages for the initial set of merchants to be included at launch. Need to setup the images for tracking impressions of the Local Store grid and for generating corresponding logging reports on the production IRS servers.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores. Drop to QA.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT O

```
From - Wed Apr 11 16:04:21 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GAKK4P00.U7C for <srinivas@dredd>; Wed, 21 Mar 2001 14:36:25 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f2LMaNA21734
        for srinivas; Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Resent-Date: Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Message-ID: <3AB92CF3.5A6C9364@netscape.com>
Date: Wed, 21 Mar 2001 14:36:35 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: multipart/mixed;
 boundary="----------5610BFCE826A2EA6621188E8"
Resent-Message-ID: <"X-SK-.A.MTF.mzSu6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
----------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

----------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>3/14/01 - 3/20/01
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Anywhere</li>

<ul>
<li>
Got HTML from the UI team.</li>

<li>
Continued working on the Product Page Email front end.</li>
</ul>

<li>
Local Store</li>

<ul>
<li>
Got the list of merchant Franchise Id Codes(FIC) from DCI.</li>

<li>
Got schedule commitment from DCI on adding FIC code to their search
URL. 
They commited to have it ready by 3/28.</li>

<li>
Modified Merchant Comparison module to read local stores information from
a text file, put together using the merchant table from the production
server for Search and the Franchide ID information from DCI.  This
```

will allow us to have the local store functionality in the application,
without having to wait for the Datamart & cache changes to be completed.

Shopping Widget

Worked with Ops on hosting the feed server. Discussed our plans with
key players in MyAOL and MyNetscape that we hadn't talked to before.
Need to do another architecture review with MyAol Ops to make sure they
agree to the deployment plan.

Working on putting together the HTML for the widget to hand over to the
P13n folks.

Issues

None

Next week

Product Page Anywhere

Continue working on email UI.

Start working on authentication.

Local Stores

Continue working on Merchant Comparision JSP.

Put together a schedule for the Datamart/Cache/MAC changes needed to support

```
local stores.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Hand over HTML.</li>
</ul>
</ul>

</body>
</html>
```

EXHIBIT P

From - Wed Apr 11 18:53:54 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBNFG400.JBI for <srinivas@dredd>; Wed, 11 Apr 2001 15:21:40 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3BMLco29154
for srinivas; Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Resent-Date: Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Message-ID: <3AD4D8FD.25C18458@netscape.com>
Date: Wed, 11 Apr 2001 15:21:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"5tlx3D.A.gEH.qjN16"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

4/4/01 - 4/10/01
<p>Local Store
<p>Escalations

None

Accomplishments

Have a working prototype of the local store grid in Product Page:
http://
landscape.web.aol.com:2300/Store_Locator_Demo.html.
It includes all the logic necessary in Search and Merchant Compare.

It uses a stub DCI page for now, pending the availability of the DCI URL to be live. It also doesn't include any of the datamart changes. The list of merchants with local stores are stored in a text file for now.

Continued working with DCI on finalizing the merchant feed spec.

Issues

Need to get better closure on technical issues. The feed spec needs to be finalized soon.

Still don't have the URL spec that has all the parameters we need to pass to DCI.

Next week

Get agreement on the merchant feed spec.

Work with UI team to finish the local store grid.

Work on first drop to QA. Need to decide if we want to wait a few days for the DCI URL to go live.

Shopping Widget
<p>Escalations

None

<p>
Accomplishments

Made changes to the XML feed based on input.

P13n team working on the Widget PSP.

Didn't have a chance to put in writing the hosting solution that Ops signed

off on. This will need a change in the image urls generated by the Extractor, since in the proposed solution the images would be server from the MyAOL servers.

Issues

There was some suggestion from Kathleen May that the image specials may be replaced with text spacials in a future redesign of the department page. This will be a problem since, as designed, we are currently scraping image specials only. Kimberly Blessing doesn't think that this change would happen anytime soon. But, we need to have a plan to deal with this possibility, before we lose the services of the widget bullet engineers.

There are some technical issues on the PSP that need to be resolved soon.

Next week

Resolve the PSP technical issues.

Have a plan for handling the text only specials.

Try to finish Netcool error handling.

Product Page Anywhere
<p>Escalations

None

Accomplishments

Spent most of the time on integration testing with Search and VL5.

Issues

QA would like to have a drop soon.

Next week


```
<li>
The first QA drop.</li>

<li>
Review QA test plan.</li>
</ul>

<br> 
<br> 
<br> </html>
```

EXHIBIT Q

From - Tue Apr 17 22:24:51 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.167]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBYUJ300.1N1; Tue, 17 Apr 2001 19:21:03 -0700
Message-ID: <3ADCFA00.8824E293@netscape.com>
Date: Tue, 17 Apr 2001 22:20:48 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/17/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
</h3>

<h3>
Status for week ending 4/17/2001</h3>
1. There were a couple of problems with the configuration of VL5 on the Shopping List production servers, that resulted in the in-service users not being authenticated. After fixing the configuration, the release 1.1 of Shopping List is working fine with VL5 authentication for both VL5 and web users.
<p>2. The code for Local Stores is ready to be checked in. We are currently debating the the correct location for the checkin; on a branch of the CVS source or on the tip, after backing out the latest changes to database schema. The datamart and cache modules built from the tip of the CVS source require updates to the Datamart and DB schema on the QA and production servers.
<p>Completed printer-friendly version of the MC and LS tables.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Deliver a release of Search and Datamart modules to QA for testing of Local Stores.

2. Support CTA Banner service and Shopping List.</html>

EXHIBIT R

R

From - Thu Apr 19 09:29:00 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GC07IH00.N1U for <srinivas@dredd>; Wed, 18 Apr 2001 12:59:05 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3IJx4204275
for srinivas; Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Resent-Date: Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Message-ID: <3ADDF1A8.87D050F9@netscape.com>
Date: Wed, 18 Apr 2001 12:57:28 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: multipart/mixed;
boundary="----------E2AEDCE9DA00DCF4FCEEEF31"
Resent-Message-ID: <"ysoE_D.A.JCB.DIf36"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
----------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

----------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii;
name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
filename="status.html"

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>4/11/01 - 4/17/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Local Store code changes ready to be committed to CVS.</li>

<li>
Implemented printer friendly version of Local Store for the product page
printing feature.</li>

<li>
Feed spec finalized.</li>

<li>
Waiting for the DCI URL to be live (ETA 4/19).</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
First drop to QA. Expect to have the DCI URL to be live.</li>

<li>
Start working on DM Cache changes to add local store info.</li>
</ul>
```

Shopping Widget
<p>Escalations

None

Accomplishments

The Extractor code committed to CVS.

Did first drop to QA.

Fixed error handling and added Netcool logging.

Reviewed the impact of text only specials and we are able to handle them fine.

Met with the P13n core team to discuss multi brand support. Also, discussed support for the widget after the widget bullet team moves on to their next project in mid May.

Issues

The widget bullet folks are strapped for resource. They can only commit 1 day a week for the shopping widget. They expect to be able to devote more time after the end of April.

The P13n core team needs to take on the shopping widget. (We have already brought it up with them)

Next week

Fix any problems found by QA.

Resolve multi brand support.

Product Page Anywhere

<p>Escalations

None

Accomplishments

First drop to QA done, with both email and print features available.

Issues

none

Next week

Fix bugs found in QA.

</body>
</html>

EXHIBIT S

```
From - Fri May 04 20:28:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GCQJYM00.9FN for <srinivas@dredd>; Wed, 2 May 2001 18:25:34 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f431PXA29994
        for srinivas; Wed, 2 May 2001 18:25:33 -0700 (PDT)
Resent-Date: Wed, 2 May 2001 18:25:33 -0700 (PDT)
Message-ID: <3AF0B360.F988615@netscape.com>
Date: Wed, 02 May 2001 18:24:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: multipart/mixed;
 boundary="------------E528B35CE3BA2573BB3DCECD"
Resent-Message-ID: <"zc4S0B.A.3TH.LOL86"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>Shop@Anywhere weekly engineering status</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering
status</b>
<br>4/25/01 - 4/01/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
DCI URL is live now.  It seems to be working.</li>

<li>
DCI test URL went live, but isn't working as expected.  We were told
they need more QA?</li>

<li>
Cache Client changes for local stores in progress.</li>

<li>
Got agreement with DCI on content of the global merchant feed.  Waiting
for DCI's input on file names for the feed.</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
Finalize feed file names.</li>

<li>
```

Finish cron job for DCI feed.

Continue working on cache client changes.

Shopping Widget
<p>Escalations

We now have resource committment from the widget bullet to finish the shopping widget. We still need to make sure that the core team is going to fully support the widget. Mohsin agreed to talk with Richard Quach about this.

Accomplishments

No engineering work on the Extractor.

Issues

None

Next week

Deliver new HTML to the widget team to reflect the department pages redesign.

Product Page Anywhere
<p>Escalations

None

Accomplishments

No new development. Product in QA.

Issues

none

Next week

Fix any bugs found in QA.

</body>
</html>

EXHIBIT T

From - Wed May 09 05:42:24 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.75]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GD1OR700.LK7;
Tue, 8 May 2001 18:42:43 -0700
Message-ID: <3AF8A07B.88E82535@netscape.com>
Date: Tue, 08 May 2001 21:42:19 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 5/8/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 5/8/2001</h3>
1. Modified Cache client code to use the new merchant and brand tables.
Added new stored procedures for the tables.

2. Modified the implementation of local stores to the use the new tables.
The code is not checked in; the export/import mechanisms need to be updated
to include the new tables.

3. Fixed bug #538208 (set error status when second commit fails).
<h4>
Next Week:</h4>
1. Coordinate the checkin of the DB schema changes for Search 2.1
release.

2. Deliver a release of Search and Datamart modules to QA for testing
of Local Stores.

3. Support Shopping List.</html>

EXHIBIT Y

de Guzman, Dennis M.

From:	Chin, Davin
Sent:	Monday, May 23, 2011 10:57 AM
To:	'matt@mattcrampton.com'; 'matt@gigwalk.com'
Cc:	Rose, Jessica; Jackson, Evelyn D.
Subject:	Declaration for U.S. Patent App. No. 09/975,831; SWW Ref: 122118-175973
Importance:	High
Attachments:	Published Patent Application 20030074267.PDF; Exhibit B_Product Requirements Document PRD_Shop at Anywhere Bullet_Online-Offline Integration 10-23-2000.pdf; Exhibits C-T_emails.pdf; Exhibit A_Powerpoint Presentation_Shop at Anywhere Episode 2_Online-Offline Integration 10-16-2000.pdf; 122118-175973 Crampton Declaration.pdf

VIA UPS and email to matt@mattcrampton.com and matt@gigwalk.com

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973
Please return the signed declaration to us by June 3, 2011

Dear Mr. Crampton:

My firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which originally filed by AOL with you listed as an inventor. This application is rejected and we believe that we can overcome the rejection by establishing conception and reduction to practice of this invention by Oct. 23, 2000. As you may recall, you assisted in a similar process, in late 2005, to establish that this invention was conceived and reduced to practice prior by April 27, 2001.

I have attached a copy of a new declaration, copies of Exhibits A-T (which are referred to by the new declaration – and also by the 2005 declaration), and a copy of the publication of this patent application.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. We are enclosing, with the UPS copy of this letter, a pre-addressed envelope for returning the original document to my office. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **June 3, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your

valuable assistance.

Sincerely,

Davin Chin

DAVIN CHIN | Attorney
SCHWABE, WILLIAMSON & WYATT
1420 5th Ave., Ste. 3400, Seattle, WA 98101-4010
Direct: 206-407-1512 | Fax: 206-292-0460 | Email: dchin@schwabe.com
Assistant: Evelyn Jackson | Direct: 206-407-1578 | ejackson@schwabe.com
Legal advisors for the future of your business®
www.schwabe.com

Thank you for considering the environment before printing this email.

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

May 23, 2011

VIA UPS and email to matt@mattcrampton.com and matt@gigwalk.com

Matthew Crampton
Gigwalk
1931 Old Middlefield Way
Mountain View, CA 94043

AND

Matthew Crampton
841 W California Ave., Unit C
Sunnyvale, CA 94086

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by June 3, 2011

Dear Mr. Crampton:

My firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which originally filed by AOL with you listed as an inventor. This application is rejected and we believe that we can overcome the rejection by establishing conception and reduction to practice of this invention by Oct. 23, 2000. You assisted in a similar process in 2005.

I have attached a copy of a new declaration, copies of Exhibits A-T (which are referred to by the new declaration – and also by the 2005 declaration), and a copy of the publication of this patent application. I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **June 3, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

UPS CampusShip: View/Print Label

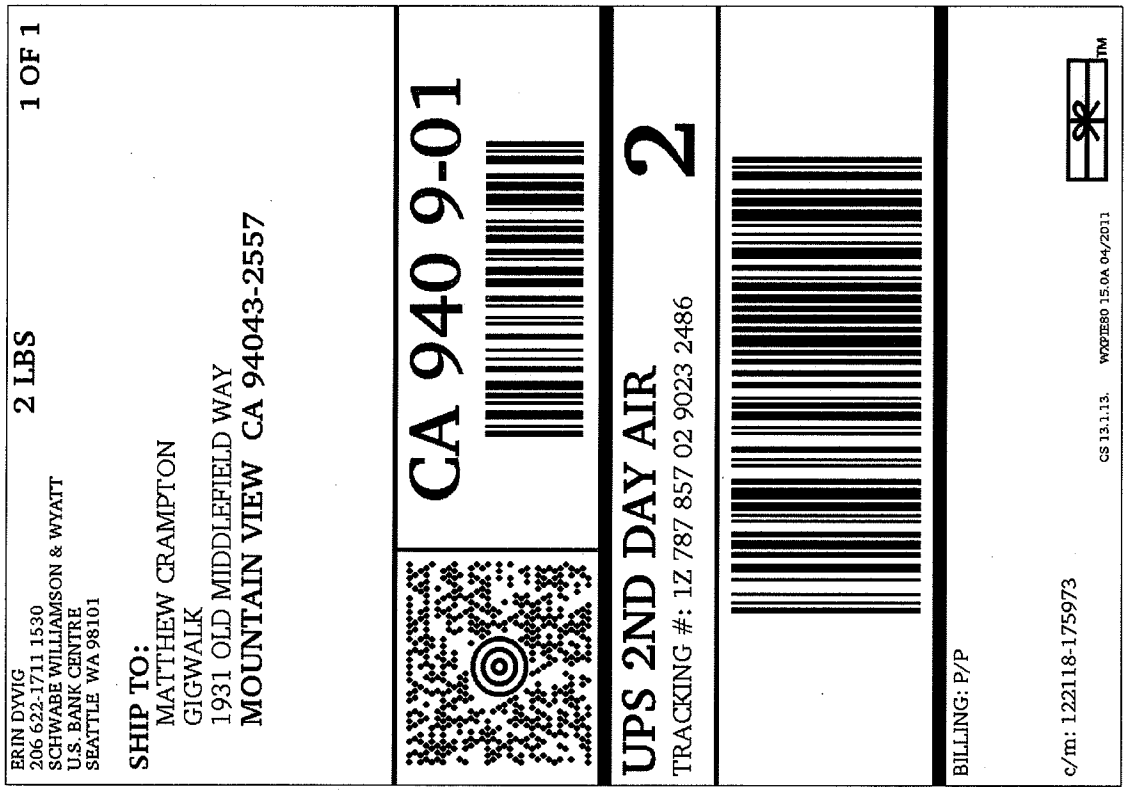
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services℠ (including via Ground) are also accepted at Drop Boxes.
   To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



UPS CampusShip: View/Print Label

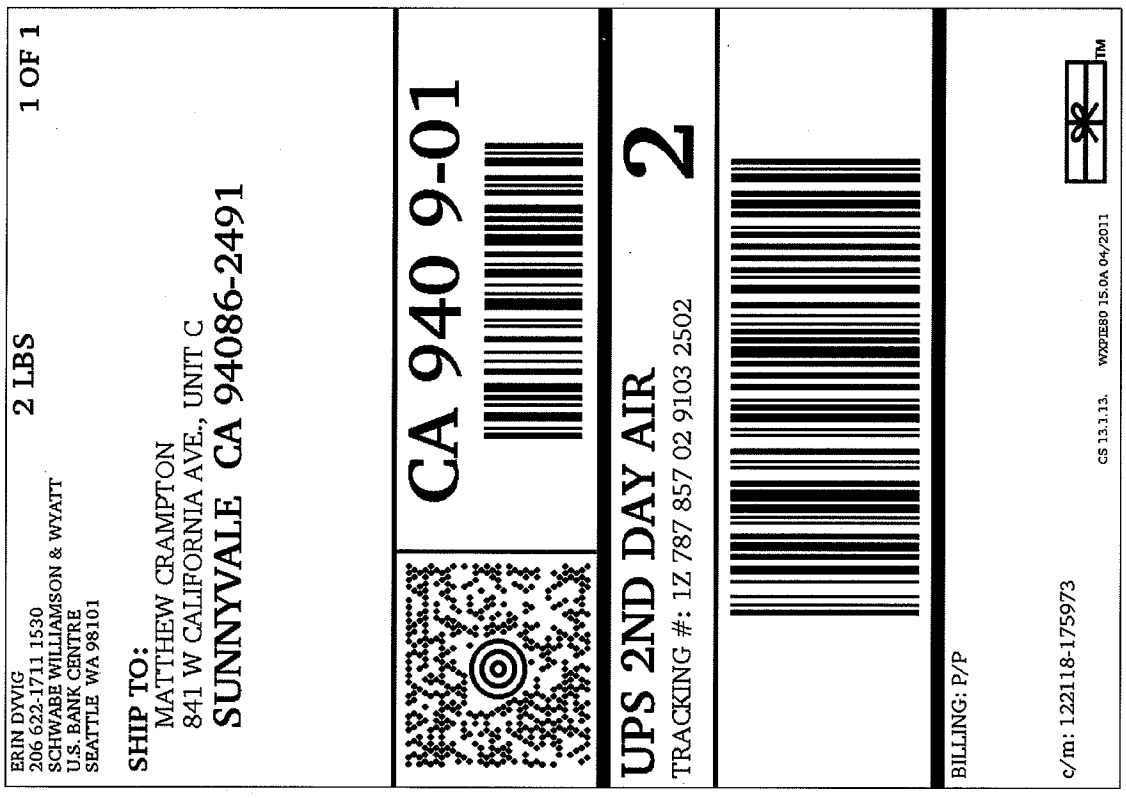
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services℠ (including via Ground) are also accepted at Drop Boxes.
   To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

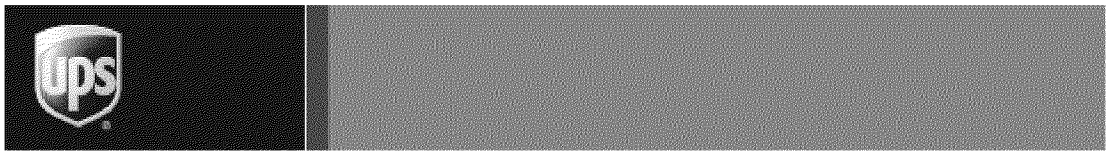
   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



de Guzman, Dennis M.

From: UPS Quantum View [auto-notify@ups.com]
Sent: Wednesday, May 25, 2011 2:15 PM
To: Jackson, Evelyn D.
Subject: UPS Exception Notification, Tracking Number 1Z7878570290232486



At the request of Schwabe Williamson & Wyatt, this notice alerts you delivery of the following shipment has been rescheduled.

Important Delivery Information

Tracking Number:	1Z7878570290232486
Rescheduled Delivery Date:	26-May-2011
Exception Reason:	A CORRECT SUITE NUMBER IS NEEDED FOR DELIVERY. UPS IS ATTEMPTING TO OBTAIN THIS INFORMATION

Shipment Detail

Ship To:
Matthew Crampton
Gigwalk
1931 Old Middlefield Way
MOUNTAIN VIEW
CA
940432557
US

UPS Service:	2ND DAY AIR
Weight:	2.0 LBS

Reference Number 1: 122118-175973

This e-mail contains proprietary information and may be confidential. If you are not the intended recipient of this e-mail, you are hereby notified that any dissemination, distribution or copying of this message is strictly prohibited. If you received this message

in error, please delete it immediately.

This e-mail was automatically generated by UPS e-mail services at the shipper's request. Any reply to this e-mail will not be received by UPS or the shipper. Please contact the shipper directly if you have questions regarding the referenced shipment or you wish to discontinue this notification service.
____2RR2RR24oGcZwZ____

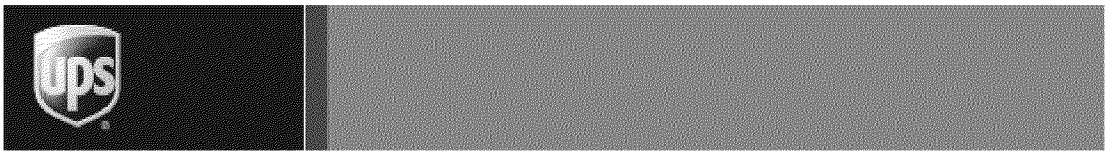
Discover more about UPS:
Visit www.ups.com
Sign Up For Additional E-Mail From UPS
Read Compass Online

© 2011 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.
For more information on UPS's privacy practices, refer to the UPS Privacy Policy.
Please do not reply directly to this e-mail. UPS will not receive any reply message.
For questions or comments, visit Contact UPS.

This communication contains proprietary information and may be confidential. If you are not the intended recipient, the reading, copying, disclosure or other use of the contents of this e-mail is strictly prohibited and you are instructed to please delete this e-mail immediately.
Privacy Policy
Contact UPS

de Guzman, Dennis M.

From: UPS Quantum View [auto-notify@ups.com]
Sent: Wednesday, May 25, 2011 4:03 PM
To: Jackson, Evelyn D.
Subject: UPS Delivery Notification, Tracking Number 1Z7878570291032502



***Do not reply to this e-mail. UPS and Schwabe Williamson & Wyatt will not receive your reply.

At the request of Schwabe Williamson & Wyatt, this notice is to confirm that the following shipment has been delivered.

Important Delivery Information

Tracking Number: 1Z7878570291032502
Delivery Date / Time: 25-May-2011 / 3:35 PM

Driver Release Location: PATIO

Shipment Detail

Ship To:
Matthew Crampton
841 W CALIFORNIA AVE
ROOM C
SUNNYVALE
CA
94086
US

Number of Packages: 1
UPS Service: 2ND DAY AIR
Weight: 2.0 LBS
Reference Number 1: 122118-175973

_____2RR2RR2MoDVIHX_____

Discover more about UPS:
Visit www.ups.com
Sign Up For Additional E-Mail From UPS
Read Compass Online

© 2011 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.
For more information on UPS's privacy practices, refer to the UPS Privacy Policy.
Please do not reply directly to this e-mail. UPS will not receive any reply message.
For questions or comments, visit Contact UPS.

This communication contains proprietary information and may be confidential. If you are not the intended recipient, the reading, copying, disclosure or other use of the contents of this e-mail is strictly prohibited and you are instructed to please delete this e-mail immediately.
Privacy Policy
Contact UPS

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

July 12, 2011

VIA UPS

Matthew Crampton
Gigwalk
1931 Old Middlefield Way
Mountain View, CA 94043

AND

Matthew Crampton
841 W California Ave., Unit C
Sunnyvale, CA 94086

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by July 26, 2011

Dear Mr. Crampton:

My firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor. This application is rejected and we believe that we can overcome the rejection by establishing conception and reduction to practice of this invention as outlined in the attached and recently updated declaration. You assisted in a similar process in 2005.

I have attached a copy of a new declaration, copies of Exhibits A-T (which are referred to by the new declaration – and also by the 2005 declaration), and a copy of the publication of this patent application. I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **July 26, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

UPS CampusShip: View/Print Label

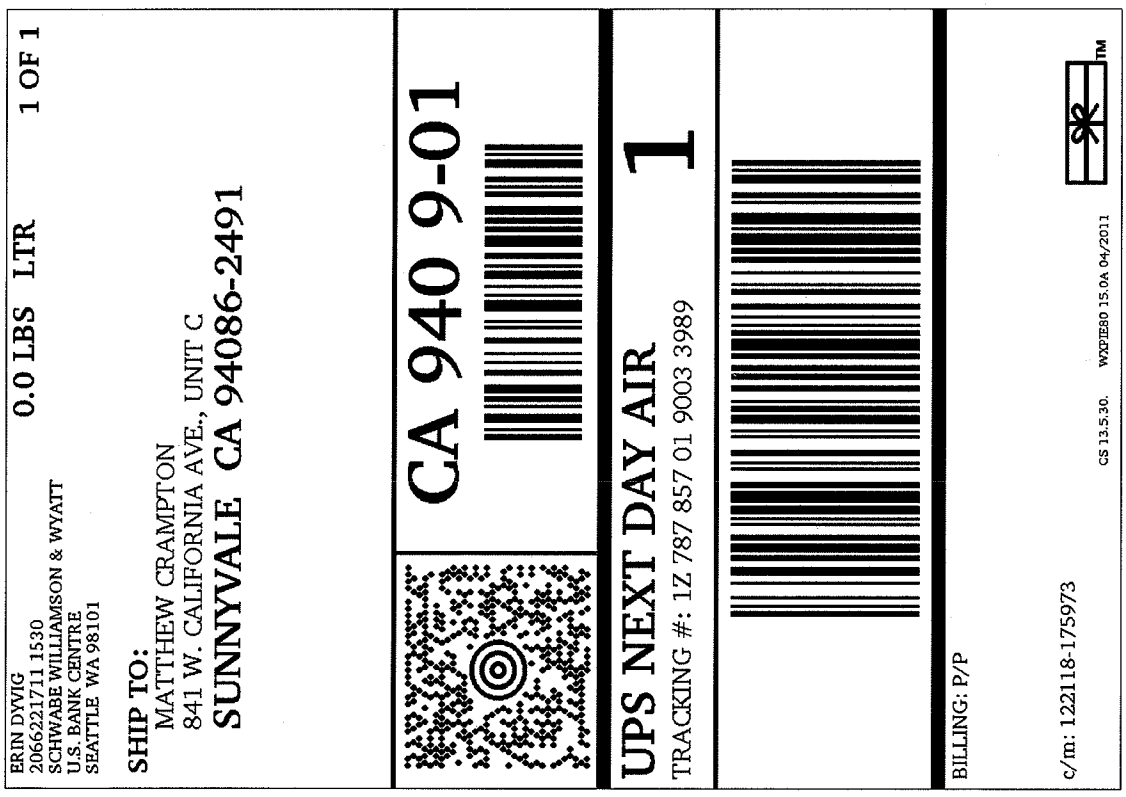
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



UPS CampusShip: View/Print Label

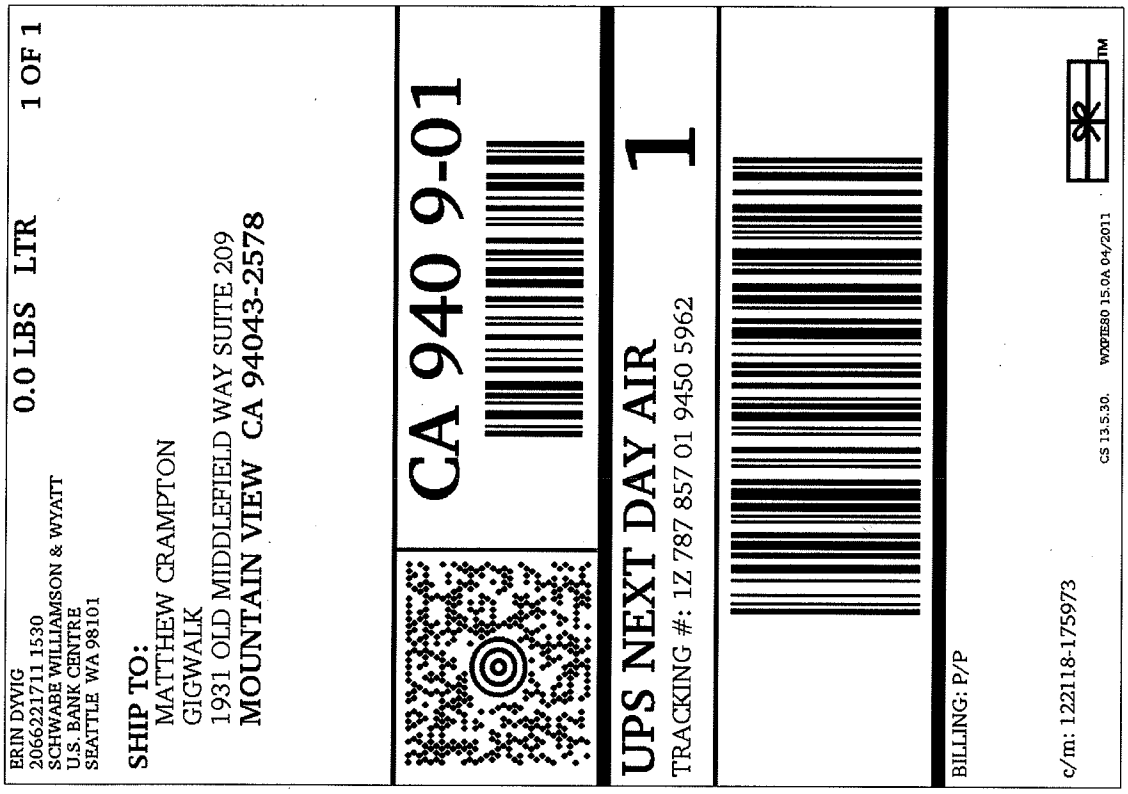
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

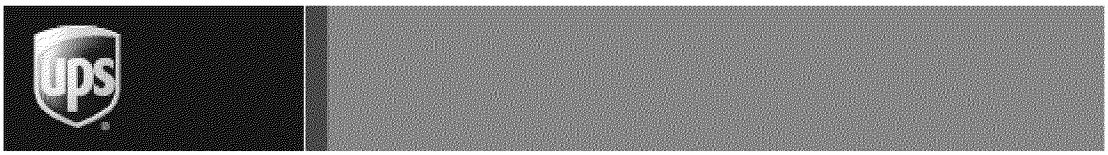
   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



de Guzman, Dennis M.

From: UPS Quantum View [auto-notify@ups.com]
Sent: Wednesday, July 13, 2011 9:53 AM
To: Jackson, Evelyn D.
Subject: UPS Delivery Notification, Tracking Number 1Z7878570190033989



Discover more about UPS:
Visit www.ups.com
Sign Up For Additional E-Mail From UPS
Read Compass Online

***Do not reply to this e-mail. UPS and SCHWABE WILLIAMSON & WYATT will not receive your reply.

At the request of SCHWABE WILLIAMSON & WYATT, this notice is to confirm that the following shipment has been delivered.

Important Delivery Information

Tracking Number: 1Z7878570190033989
Delivery Date / Time: 13-July-2011 / 9:29 AM

Driver Release Location: FRONT DOOR

Shipment Detail

Ship To:
MATTHEW CRAMPTON
841 W CALIFORNIA AVE
ROOM C
SUNNYVALE
CA
94086
US

Number of Packages: 1
UPS Service: NEXT DAY AIR
Shipment Type: Letter
Reference Number 1: 122118-175973

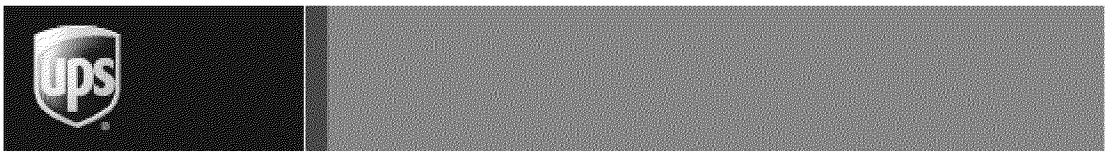
2@@2@@2aoMwQZJ

© 2011 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.
For more information on UPS's privacy practices, refer to the UPS Privacy Policy.
Please do not reply directly to this e-mail. UPS will not receive any reply message.
For questions or comments, visit Contact UPS.

This communication contains proprietary information and may be confidential. If you are not the intended recipient, the reading, copying, disclosure or other use of the contents of this e-mail is strictly prohibited and you are instructed to please delete this e-mail immediately.
Privacy Policy
Contact UPS

de Guzman, Dennis M.

From: UPS Quantum View [auto-notify@ups.com]
Sent: Wednesday, July 13, 2011 10:36 AM
To: Jackson, Evelyn D.
Subject: UPS Delivery Notification, Tracking Number 1Z7878570194505962



Discover more about UPS:
Visit www.ups.com
Sign Up For Additional E-Mail From UPS
Read Compass Online

***Do not reply to this e-mail. UPS and SCHWABE WILLIAMSON & WYATT will not receive your reply.

At the request of SCHWABE WILLIAMSON & WYATT, this notice is to confirm that the following shipment has been delivered.

Important Delivery Information

Tracking Number: 1Z7878570194505962
Delivery Date / Time: 13-July-2011 / 10:09 AM

Delivery Location: RECEIVER
Signed by: BIRCH

Shipment Detail

Ship To:
MATTHEW CRAMPTON
GIGWALK
1931 OLD MIDDLEFIELD WAY
ROOM 209
MOUNTAIN VIEW
CA
94043
US

Number of Packages: 1
UPS Service: NEXT DAY AIR
Shipment Type: Letter
Reference Number 1: 122118-175973

____2@@2@@2Toa.dtb____

© 2011 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.
For more information on UPS's privacy practices, refer to the UPS Privacy Policy.
Please do not reply directly to this e-mail. UPS will not receive any reply message.
For questions or comments, visit Contact UPS.

This communication contains proprietary information and may be confidential. If you are not the intended recipient, the reading, copying, disclosure or other use of the contents of this e-mail is strictly prohibited and you are instructed to please delete this e-mail immediately.
Privacy Policy
Contact UPS

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

July 20, 2011

VIA UPS

Matthew Crampton
Gigwalk
1931 Old Middlefield Way
Mountain View, CA 94043

AND

Matthew Crampton
841 W California Ave., Unit C
Sunnyvale, CA 94086

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by July 29, 2011

Dear Mr. Crampton:

As you know, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor.

During our handling of the declaration discussed in our prior letter of July 12, 2011, we learned from Ms. Ellen Butler Patterson that she should not have been listed as an inventor on this patent application. Accordingly, it would be appropriate for us to file a new Declaration establishing the correct inventorship of this application.

I have thus attached a copy of a new declaration, a copy of the publication of this patent application; and copies of the amendments of (a) October 18, 2002; (b) September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008;

(h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010). I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **July 29, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

DECLARATION FOR PATENT APPLICATION

INVENTORSHIP IDENTIFICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first, and sole inventor (if only one name is listed below) or an original, first, and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

TITLE OF INVENTION

METHOD AND SYTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING

SPECIFICATION IDENTIFICATION

the specification of which

_____is attached hereto.
__X__was filed on __October 11, 2001__ as
United States Application 09/975,831
or PCT International Application Number_____
and was amended on (a) October 18, 2002; (b) September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008; (h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010.
(if applicable)

ACKNOWLEDGEMENT OF REVIEW OF PAPERS AND DUTY OF CANDOR

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment referred to above.

I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

PRIORITY CLAIM (35 U.S.C. § 119(a)-(d) or (f), or 365(b))

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which

designated at least one country other than the United States of America, listed below and have also identified below any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)			Priority Claimed	
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No

DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of First Inventor: Kamal Acharya
Inventor's Signature: _____ **Date:** _____
Residence: Los Altos, CA (City, State) **Citizenship:** IN (Country)
Post Office Address: 675 Distel Drive, Los Altos, CA 94022

Full Name of Second Inventor: Vincent Tong
Inventor's Signature: _____ **Date:** _____
Residence: Union City, CA (City, State) **Citizenship:** HK (Country)
Post Office Address: 34734 Williams Way, Union City, CA 94587

Full Name of Third Inventor: Peter Gremett
Inventor's Signature: _____ **Date:** _____
Residence: Sunnyvale, CA (City, State) **Citizenship:** US (Country)
Post Office Address: 1045 W. McKinley Ave., Sunnyvale, CA 94086

Full Name of Fourth Inventor: Matthew Crampton
Inventor's Signature: _____ **Date:** _____
Residence: Mountain View, CA (City, State) **Citizenship:** US (Country)
Post Office Address: 1931 Old Middlefield Way, Mountain View, CA 94043

Full Name of Fifth Inventor: Srinivas Lingutla
Inventor's Signature: _____ **Date:** _____
Residence: Pittsfield, MA (City, State) **Citizenship:** IN (Country)
Post Office Address: 20 Meadow Ridge Drive, Pittsfield, MA 01201

Title 37, Code of Federal Regulations, Section 1.56
Duty to Disclose Information Material to Patentability

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is cancelled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is cancelled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct.

The Office encourages applicants to carefully examine:

(1) Prior art cited in search reports of a foreign patent office in a counterpart application, and

(2) The closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

(1) It establishes, by itself or in combination with other information, a *prima facie* case of unpatentability of a claim; or

(2) It refutes, or is inconsistent with, a position the applicant takes in:

(i) Opposing an argument of unpatentability relied on by the Office, or

(ii) Asserting an argument of patentability.

A *prima facie* case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

(1) Each inventor named in the application;

(2) Each attorney or agent who prepares or prosecutes the application; and

(3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.

(e) In any continuation-in-part application, the duty under this section includes the duty to disclose to the Office all information known to the person to be material to patentability, as defined in paragraph (b) of this section, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

UPS CampusShip: View/Print Label

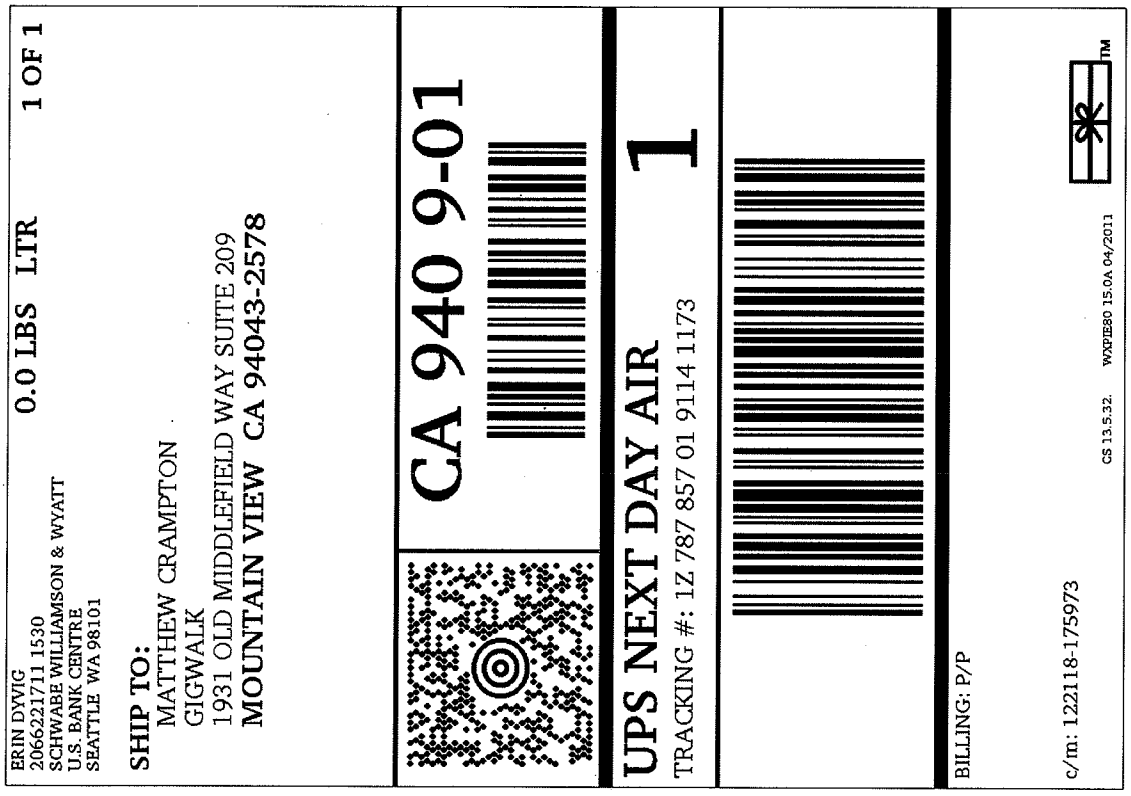
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



UPS CampusShip: View/Print Label

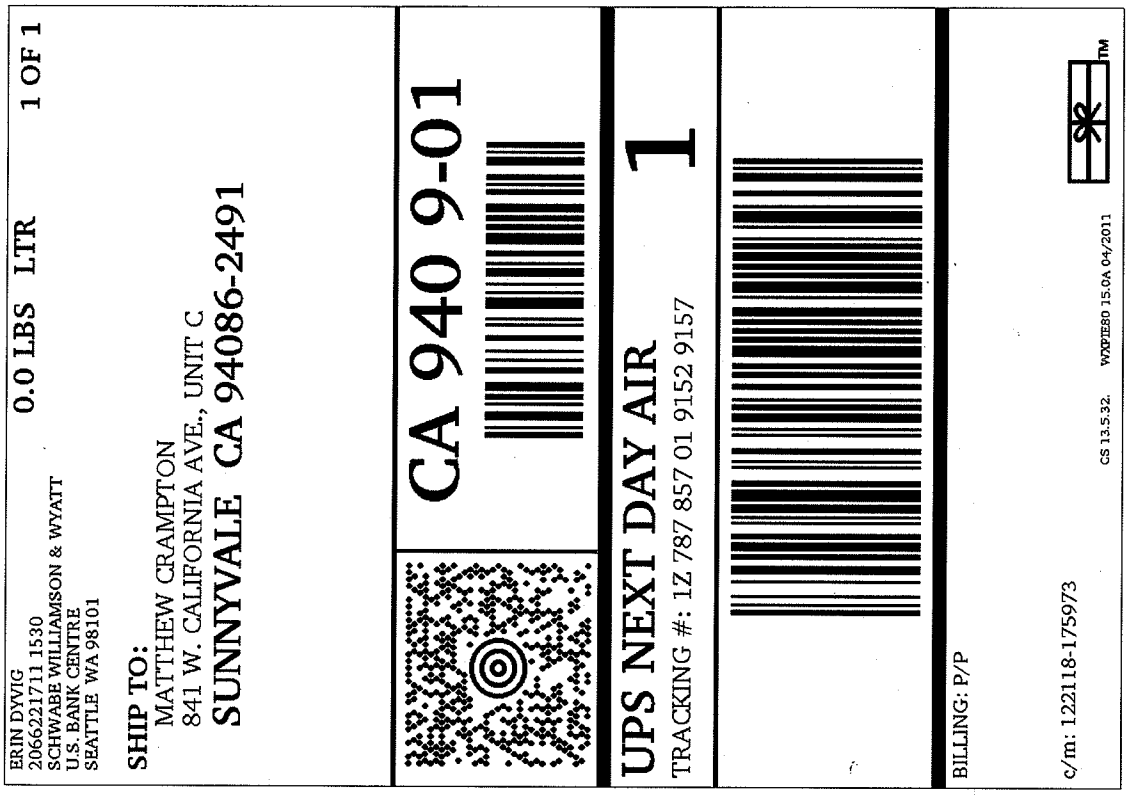
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



Tracking Detail

Print Help A A A

1Z7878570191141173

Updated: 08/23/2011 4:03 A.M. Eastern Time

Delivered

Delivered On:
Friday, 07/22/2011 at 10:07 A.M.

Left At:
Receiver

Signed By:
CRAMPTON

Proof of Delivery

Request Status Updates »

Shipping Information

To: MOUNTAIN VIEW, CA, US

Shipped By

UPS Next Day Air®

Additional Information

Shipped/Billed On:	07/21/2011
Type:	Package

Shipment Progress

What's This?

Copyright © 1994-2011 United Parcel Service of America, Inc. All rights reserved.

United States

New User | Log-In | Contact UPS | The UPS Store Search Sub

My UPS Shipping **Tracking** Freight Locations Support Business Solutions

Tracking Number Track Log-in for additional tracking details. Other Tracking Options

Tracking Detail

Print Help A A A

1Z7878570191529157

Updated: 08/23/2011 1:13 P.M. Eastern Time

Delivered

Delivered On:
Friday, 07/22/2011 at 9:28 A.M.

Left At:
Front Door

Proof of Delivery

Request Status Updates »

Shipping Information

To: SUNNYVALE, CA, US

Shipped By

UPS Next Day Air®

Additional Information

Shipped/Billed On:	07/21/2011
Type:	Package

Shipment Progress

What's This?

Subscribe to UPS E-mail: *Enter e-mail address* Sign Up » View Examples Site Feedback

Contact UPS
Browse Online Support
E-mail UPS
Call Customer Service

Support
Get Started
Register
Open a Shipping Account
Change Your Delivery

Solutions for:
Healthcare
Small Business
High Tech
More...

Other UPS Sites:
Select a website Su

WE ♡ LOGISTICS

Home About UPS Site Guide Investors Careers Pressroom UPS Global UPS Mobile UPS Blog

Service Terms and Conditions Website Terms of Use Privacy Policy Protect Against Fraud

Copyright © 1994-2011 United Parcel Service of America, Inc. All rights reserved.

8/23/2011

de Guzman, Dennis M.

From: Chin, Davin

Sent: Monday, July 25, 2011 11:21 AM

To: 'matt@mattcrampton.com'; 'matt@gigwalk.com'

Cc: Rose, Jessica; Jackson, Evelyn D.

Subject: Declaration for U.S. Patent App. No. 09/975,831; SWW Ref: 122118-175973

Attachments: 122118-175973 Crampton Declaration.pdf; 00 122118-175973 Inventorship Declaration.pdf

Mr. Crampton,

Thank you for the UPS package you returned to us recently.

Unfortunately, the declaration you signed was an older version of the updated declaration we sent to you on 7/12. We also sent you an inventorship declaration last week (7/21) which we need to remove Ms. Ellen Butler Patterson as an inventor from this application. I've attached the two declarations. The supporting documents are in the UPS packages of 7/12 and 7/21. However, please let me know if you need any of the supporting documents-I'd be glad to send them via email and/or UPS.

Could you please review the updated declaration and the inventorship declaration, sign and date them, and return them to me?

If you have any questions or need any other information, please call me at 206-407-1512. I should be able to fully explain the situation in only a few minutes.

Best Regards,

Davin

DAVIN CHIN | Attorney
SCHWABE, WILLIAMSON & WYATT
1420 5th Ave., Ste. 3400, Seattle, WA 98101-4010
Direct: 206-407-1512 | Fax: 206-292-0460 | Email: dchin@schwabe.com
Assistant: Evelyn Jackson | Direct: 206-407-1578 | ejackson@schwabe.com
Legal advisors for the future of your business®
www.schwabe.com

Thank you for considering the environment before printing this email.

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

Aug. 1, 2011

VIA UPS

Matthew Crampton
Gigwalk
1931 Old Middlefield Way
Mountain View, CA 94043

AND

Matthew Crampton
841 W California Ave., Unit C
Sunnyvale, CA 94086

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by Aug. 10, 2011

Dear Mr. Crampton:

As you know, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor.

We previously sent you a package on July 12, 2011 which included a declaration under 37 CFR 1.131 to establish dates of conception, reduction to practice, and diligence in reducing the invention to practice ("the 131 Declaration"). The July 12, 2011 package also included copies of Exhibits A-T (which are referred to by the 131 Declaration), a copy of the publication of this patent application, and a return envelope.

On July 20, 2011 we also sent you an Inventorship Declaration along with a copy of the publication of this patent application and copies of the amendments of (a) October 18, 2002; (b)

September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008; (h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010; as well as a return envelope.

Unfortunately, we have not yet received your response to either of these packages. We are thus sending additional copies of the 131 Declaration, Inventorship Declaration, and above-listed supporting documents along with a return envelope which you can use to return the signed 131 Declaration and Inventorship Declaration to my Office. However, if this letter and your response to the July 12 and July 20 packages have crossed paths in transit, please disregard the enclosed materials. We would, however, appreciate a call or email to let us know that the Declarations are in transit.

Please review these materials including all information on the 131 Declaration and Inventorship Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the declarations. The declarations should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declarations have been signed, please return them to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **Aug. 10, 2011**. Please note that failure to respond may be considered a refusal to sign these declarations.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

UPS CampusShip: View/Print Label

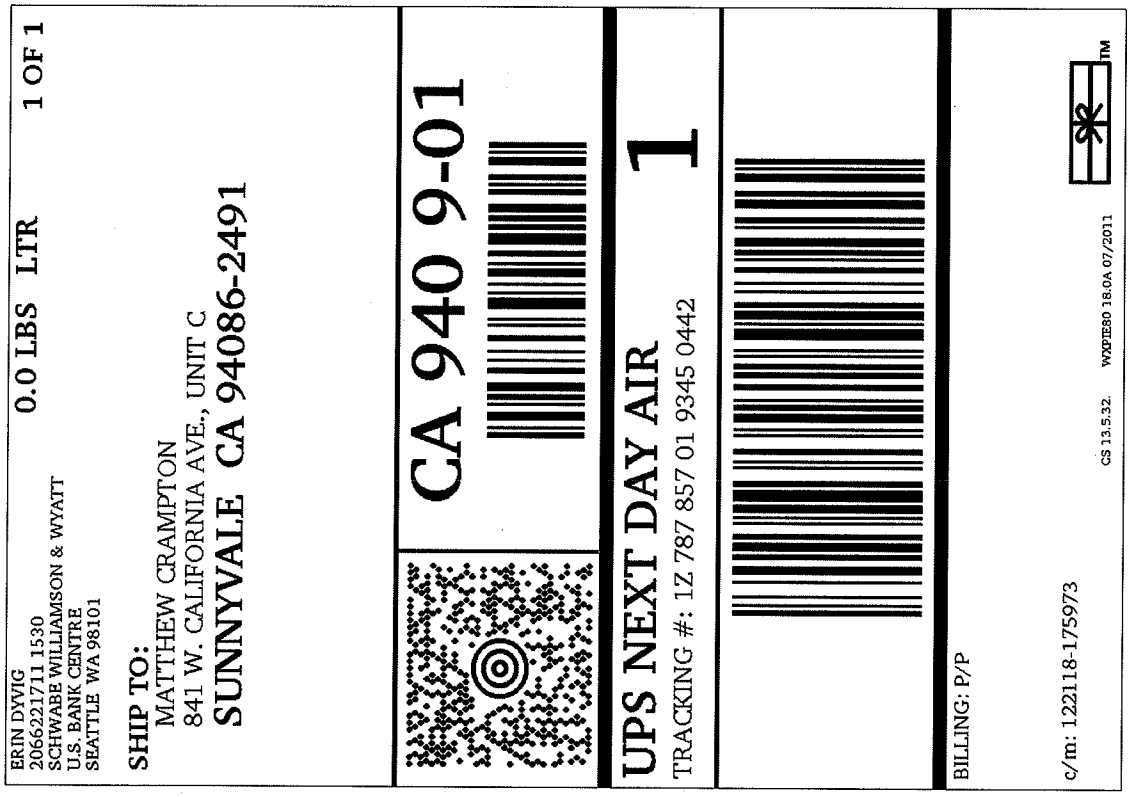
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



UPS CampusShip: View/Print Label

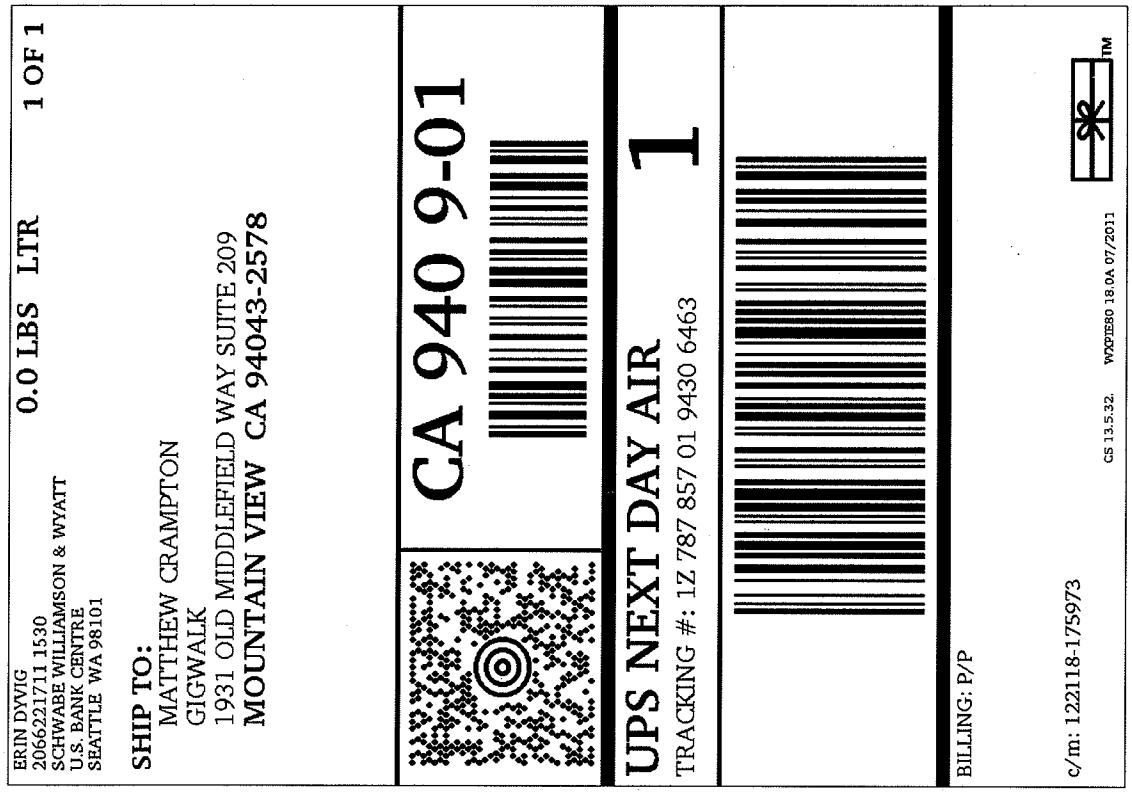
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



Tracking Summary

Tracking Numbers

Tracking Number:	1Z 787 857 01 9430 646 3
Type:	Package
Status:	**Delivered**
Delivered On:	08/02/2011 9:25 A.M.
Delivered To:	MOUNTAIN VIEW, CA, US
Signed By:	NATALA
Service:	NEXT DAY AIR

Tracking results provided by UPS: 08/22/2011 12:38 P.M. ET

NOTICE: UPS authorizes you to use UPS tracking systems solely to track shipments tendered by or for you to UPS for delivery and for no other purpose. Any other use of UPS tracking systems and information is strictly prohibited.

Feedback

Close Window

Copyright © 1994-2011 United Parcel Service of America, Inc. All rights reserved.

Tracking Summary

Tracking Numbers

Tracking Number:	1Z 787 857 01 9345 044 2
Type:	Package
Status:	**Delivered**
Delivered On:	08/02/2011 9:39 A.M.
Delivered To:	SUNNYVALE, CA, US
Service:	NEXT DAY AIR

Tracking results provided by UPS: 08/22/2011 12:37 P.M. ET

NOTICE: UPS authorizes you to use UPS tracking systems solely to track shipments tendered by or for you to UPS for delivery and for no other purpose. Any other use of UPS tracking systems and information is strictly prohibited.

Feedback

Close Window

Copyright © 1994-2011 United Parcel Service of America, Inc. All rights reserved.

de Guzman, Dennis M.

From: de Guzman, Dennis M.
Sent: Monday, August 22, 2011 4:22 AM
To: 'matt@gigwalk.com'; 'matt@mattcrampton.com'
Subject: FW: Declaration for U.S. Patent App. No. 09/975,831; SWW Ref: 122118-175973
Importance: High
Attachments: 122118-175973 Crampton Declaration.pdf; 00 122118-175973 Inventorship Declaration.pdf

Dear Mr. Crampton:

I am following up on Mr. Chin's email below, since we have not yet received your signed updated declaration and the inventorship declaration (copies again attached herewith) that he sent to you below on July 25. We also sent the updated declaration and the inventorship declaration to you via UPS packages on August 1, 2011.

Could you please review the updated declaration and the inventorship declaration, sign and date them, and return them to me by **August 23, 2011**? We have an urgent deadline to file these documents with the U.S. Patent Office, and your assistance in providing the signed declarations to me would be very much appreciated.

If you are able to do so and if convenient, you can fax the signed declarations to me at the fax number below, or scan and email them to me.

I realize that your time is important, and we thank you for your attention. Please do not hesitate to call me at the number below if you have any questions.

Best regards,

DENNIS M. de GUZMAN | Attorney
SCHWABE, WILLIAMSON & WYATT
1420 5th Ave., Ste. 3400, Seattle, WA 98101-4010
Direct: 206-407-1574 | Fax: 206-292-0460 | Email: ddeguzman@schwabe.com
Legal advisors for the future of your business®
www.schwabe.com

From: Chin, Davin
Sent: Monday, July 25, 2011 11:21 AM
To: 'matt@mattcrampton.com'; 'matt@gigwalk.com'
Cc: Rose, Jessica; Jackson, Evelyn D.
Subject: Declaration for U.S. Patent App. No. 09/975,831; SWW Ref: 122118-175973

Mr. Crampton,

Thank you for the UPS package you returned to us recently.

Unfortunately, the declaration you signed was an older version of the updated declaration we sent to you on 7/12. We also sent you an inventorship declaration last week (7/21) which we need to remove Ms. Ellen Butler Patterson as an inventor from this application. I've attached the two declarations. The supporting documents are in the UPS packages of 7/12 and 7/21. However, please let me know if you need any of the supporting documents-I'd be glad to send them via email and/or UPS.

Could you please review the updated declaration and the inventorship declaration, sign and date them, and return them to me?

If you have any questions or need any other information, please call me at 206-407-1512. I should be able to fully explain the situation in only a few minutes.

Best Regards,

Davin

DAVIN CHIN | Attorney
SCHWABE, WILLIAMSON & WYATT
1420 5th Ave., Ste. 3400, Seattle, WA 98101-4010
Direct: 206-407-1512 | Fax: 206-292-0460 | Email: dchin@schwabe.com
Assistant: Evelyn Jackson | Direct: 206-407-1578 | ejackson@schwabe.com
Legal advisors for the future of your business®
www.schwabe.com

Thank you for considering the environment before printing this email.

DOCKET NO.: 122118-175973
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831

Filed: October 11, 2001

Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING**

Examiner: Brandy A. Zukanovich

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF MATTHEW C. CRAMPTON UNDER 37 CFR 1.131

I, Matthew C. Crampton, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish:

(A) conception of the subject matter of the application, in the United States, prior to October 16, 2000,

(B) actual reduction of practice of the subject matter of the application, in the United States, prior to May 4, 2001, and

(C) diligence in actually reducing the subject matter of the application to practice, in the United States, from prior to December 22, 2000, through the actual reduction to practice of the subject matter of this application prior to May 4, 2001.

2. I contributed to the conception of the subject matter of the application prior to October 16, 2000. As evidence of this conception, I refer to the following exhibit:

EXHIBIT A:

Powerpoint presentation, Shop@Anywhere Episode 2: Online/Offline Integration *Code Name: Yoda*, October 16, 2000.

3. I have reviewed the above-referenced EXHIBIT A and believe that it is of such character and weight as to establish conception of the subject matter of the application prior to October 16, 2000.

4. I contributed to the actual reduction of practice of the subject matter of the application prior to May 4, 2001. As evidence of this actual reduction to practice, I refer to the following exhibits:

EXHIBIT B:

Product Requirements Document (PRD): Shop@Anywhere Bullet – Online/Offline Integration <*Code Name: Yoda*> [Release 1.0], October 23, 2000;

EXHIBIT C:

Email from Srinivas Lingutla to Kamal Acharya; February 2, 2001;

EXHIBIT D:

Email from Srinivas Lingutla to Kamal Acharya; February 11, 2001;

EXHIBIT E:

Email from Kamla Acharya to Todd Goldman, *et al.*; February 19, 2001;

EXHIBIT F:

Email from Srinivas Lingutla to Kamal Acharya; March 6, 2001;

EXHIBIT G:

Email from Kamal Acharya to Mohsin Hussain; March 7, 2001;

EXHIBIT H:

Email from Srinivas Lingutla to Kamal Acharya; March 11, 2001;

EXHIBIT I:

Email from Srinivas Lingutla to Kamal Acharya; March 21, 2001;

EXHIBIT J:

Email from Srinivas Lingutla to Kamal Acharya; March 28, 2001;

EXHIBIT K:

Email from Kamal Acharya to Mohsin Hussain; March 28, 2001;

EXHIBIT L:

Email from Srinivas Lingutla to Kamal Acharya; April 4, 2001;

EXHIBIT M:

Email from Kamal Acharya to Mohsin Hussain; April 8, 2001;

EXHIBIT N:

Email from Srinivas Lingutla to Kamal Acharya; April 10, 2001;

EXHIBIT O:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001;

EXHIBIT P:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001;

EXHIBIT Q:

Email from Srinivas Lingutla to Kamal Acharya; April 17, 2001;

EXHIBIT R:

Email from Kamal Acharya to Mohsin Hussain; April 19, 2001;

EXHIBIT S:

Email from Kamal Acharya to Mohsin Hussain; May 4, 2001; and

EXHIBIT T:

Email from Srinivas Lingutla to Kamal Acharya; May 9, 2001.

5. I have reviewed the above-referenced EXHIBIT B through EXHIBIT T and believe that they are of such character and weight as to establish the actual reduction of practice of the subject matter of the application prior to May 4, 2001.

6. Further, I believe that the above-referenced EXHIBIT B through EXHIBIT T are of such character and weight as to establish diligence in reducing the subject matter of the application to practice from prior to December 22, 2000, through the actual reduction to practice of the subject matter of this application prior to May 4, 2001.

7. EXHIBIT A through EXHIBIT T referred to herein are attached herewith. These exhibits are also already of record in the application. These exhibits were filed with the USPTO on December 22, 2005, in one or more prior declarations under 37 CFR 1.131.

8. I have reviewed the exhibits referred to herein and believe that they are accurate.

9. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

_____ _____

Matthew C. Crampton Date

EXHIBIT A

Shop@Anywhere

Episode 2: Online/Offline Integration

Code Name: Yoda

Advanced Planning Meeting

Vincent Tong

10/16/00

Feel the "Brick-&-Mortar" Force...
Online retail sales will reach only a modest 7% of the total retail market within the next 4 years
(Red Herring/Forrester Research 07/00)

BEST AVAILABLE COPY

What's the problem we are trying to solve?

- Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00)
- Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from physical store nearby all-in-one-place
- Neither AOL nor our key competitors are addressing this need

"32% of all online buyers look [online] for the most convenient off-line physical store location" – Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" – Jupiter

Shop@

Goals

SHORT-TERM (Shop@Anywhere Bullet - 6 months)

- Make shopping easier and more convenient by helping consumers to locate nearby physical stores of "click-&-mortar" Shop@ merchant partners
- Highlight local offerings from "click-&-mortar" merchant partners (e.g. physical store presence, local store return/pick-up for online sales)
- Earn consumers' trust, as they release their zipcode/address to us
- Generate additional pages views
- Drive local ad impressions via Digital City

LONG-TERM

- Provide a true multi-channel (both online and offline) merchant comparison environment with store-level product pricing and availability from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants

Shop@

Project Metrics

- Deploy store locator feature and highlight local store offering for 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, after 3 months

- 15% of store locator users will "store" their zipcode/address for repeat usage, after 3 months

- Generate additional 17M pages views in year 1

- Drive $1.3M local ad impressions via Digital City in year 1

Shop@

Value Proposition

Consumers

- Convenience! -- This will make the info needed for my purchase decision readily available (local store listings of merchants)
- Quick access to local store content (e.g. nearby restaurants, driving direction) to satisfy my need for entertainment & instant gratification
- In the long term, "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)
- Bottom Line = AOL provides us with the best comparison shopping for online merchants and local stores — HIGH

Value Proposition

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

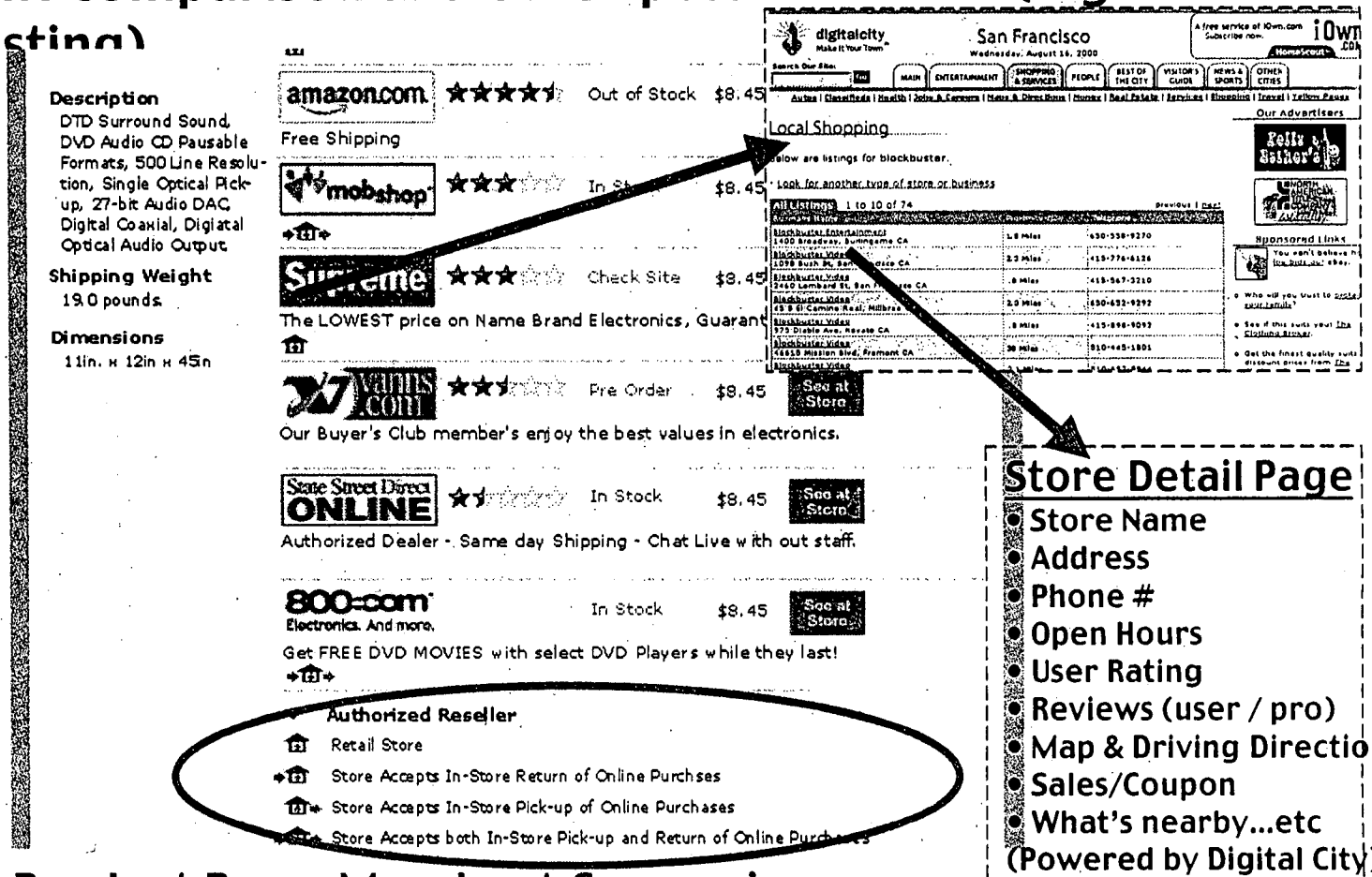
- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

The Store Locator

- ⌘ **Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Listing)**

PLUS

- ¥ User may store multiple target locations (link to UMP?)
- ¥ Local store return/pick-up policy for online sales



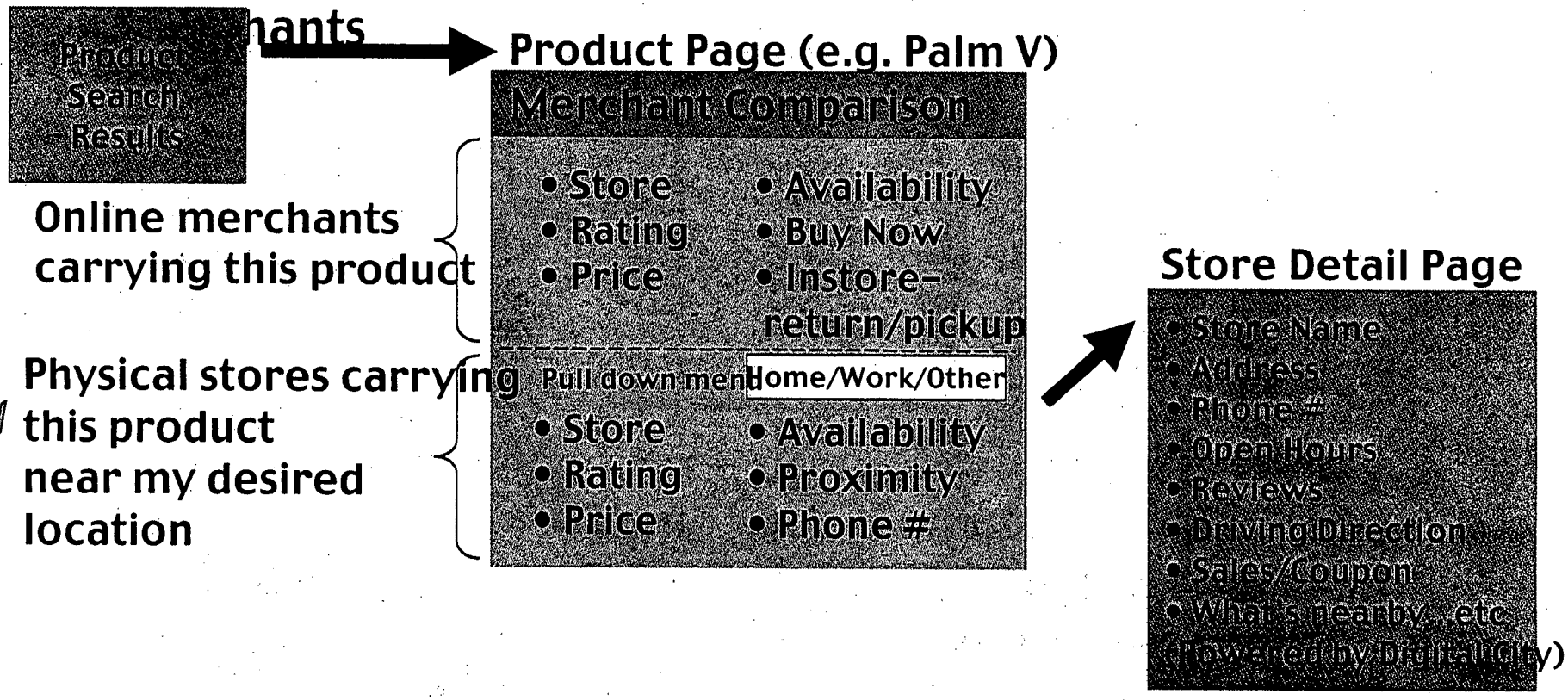
Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final

Shop@

The Long Term Vision (outside the scope of this bullet)

- Provide a true multi-channel (both online and offline) merchant comparison environment with the latest store-level product pricing and availability info from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" [illegible]nants



Cost and Benefit

Revenue & Traffic Impact

Generate $1.3M in yr. 1 & $1.8M in yr. 2 via local ad impressions

Generate additional 17M page views in yr. 1 & 24M in yr. 2

Open future revenue opportunities via this localized platform

Did I mention Y!, MSN and Amazon don't have it?

Retention

Consumers:	HIGH
Click-&-Mortar Merchants:	HIGH
Pure-play e-tailers:	-ve

2-month Development Cycle (Est.)

Engineering	3.5 pm
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

Shop@

pm = person-month

Key Dependencies / Risks

- Depends on Digital City to provide the proximity search and the localized content – *Mitigation: Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request*

- Privacy concern on allowing user to store zipcode/address – *Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Kent once features are finalized*

- Negative reaction from "pure-play" e-tailer partners – *Mitigation: Ask Account Management team for feedback*

- Different product assortment at Web channel vs. Physical store channel for a merchant – *Mitigation: create*

Open Issues

- Can/should we deliver the "stored" user zipcode / address to UMP? – Need to check with Personalization Divlet

- In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Listing, Dept Pages) – Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.

- Do we need permission from merchant partner to deploy "Store Locator"? – Need to check with Acct Mgmt

What's Next?

- Core team assignment – this week
- Further investigate open issues and risks
- Project Kick-off Review & PRD – week of 10/30/00

EXHIBIT B

B

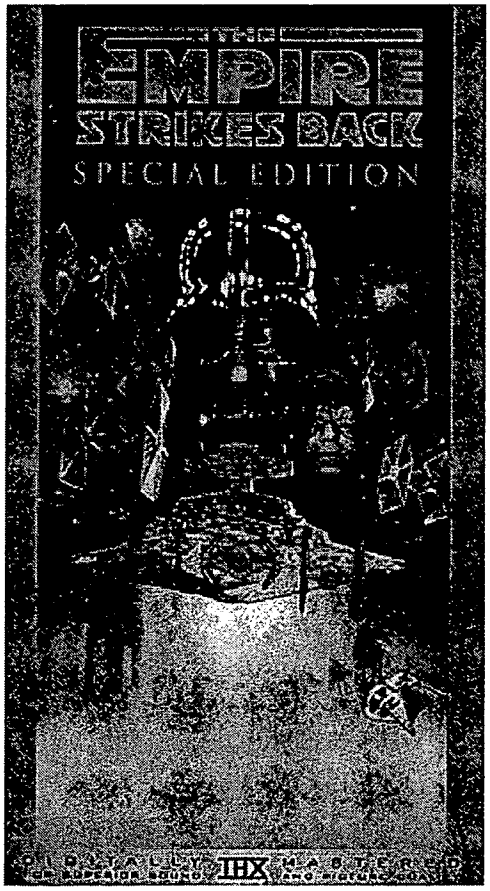
Product Requirements Document (PRD)

Shop@Anywhere Bullet - Online/Offline Integration *<Code Name: Yoda>*

[Release 1.0] [10/23/00]

America Online, Inc., CONFIDENTIAL

- **DO NOT COPY or DISTRIBUTE ***



☒ Review Draft
☐ Final for Acceptance by Core Team

Document Owner
Vincent Tong, Sr. Product Manager, Shop@ Products Group, AOL
EMAIL vincentt@netscape.com, AIM vincentmkt007, TEL 650-937-4775

BEST AVAILABLE COPY

EXECUTIVE SUMMARY 3

PURPOSE OF PRD 3

REVISION HISTORY/CHANGE SUMMARY 3

ASSOCIATED DOCUMENTS 3

PRODUCT CONTACTS 4

PRODUCT DEVELOPMENT TEAM (* - CORE TEAM) 4
STAKEHOLDERS AND THEIR REPRESENTATIVES (* - KEY) 4

CONCEPT AND OBJECTIVES 5

GOAL 5
PROBLEM DEFINITION 5
BUSINESS OBJECTIVES 5
PRIORITIZED METRICS 6
HIGH LEVEL CONSTRAINTS 6

MARKET ANALYSIS & OPPORUNITY 7

TARGET USERS 7
COMPETITION 8

PRODUCT ECONOMICS 9

PRODUCT AND SERVICE 10

VALUE PROPOSITION 10
PRIORITIZED REQUIREMENTS 11
LONG TERM VISION 14
RELEASE CRITERIA 16

OPERATIONS 17

OPERATIONAL ISSUES AND RESOLUTIONS 17

RISK AND ISSUES 18

ISSUES 18
RISKS 18
DEPENDENCIES 18

RESOURCE AND SCHEDULE 19

SCHEDULE (PRELIMINARY) 19
STAFFING (PRELIMINARY) 19

APPENDIX 20

USAGE ESTIMATE 20
TERMS AND DEFINITIONS 21
SYSTEM USERS 21
AOL SHOPPING PERSONAS 22
<SOURCE: PETER GREMETT> 22
MOCK-UP OF DIGITAL CITY DETAILS PAGE (NOT FINAL) 23

EXECUTIVE SUMMARY

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). The Shop@ channels have done nothing to address this need so far. There is a huge opportunity for AOL to win the online/offline integration battle vs. the competition by having Digital City and Shop@ channels joined forces. Immediately, consumers will witness a better comparison shopping experience with the ability to easily and conveniently find nearby retail locations of "click-&-mortar" merchant partners. In the long term, we will be able to open up new revenue opportunity by moving up the value chain (e.g. enabling large manufacturers/distributes to sponsor their "brick-&-mortar" dealers). It is an important yet simple first step to the right direction.

PURPOSE OF PRD

The purpose of this document is to define the target for the product team and extended operational team. It communicates the objectives and priorities of the product so that the product team makes the best decisions. It translates/tie business objectives so that team members can clearly understand how their work contributes.

REVISION HISTORY/CHANGE SUMMARY

Release 1.0: (10/23/00) Initial draft for review by core team.

ASSOCIATED DOCUMENTS

The following documents will also be written in conjunction with this requirement document.

Design/Testing:
- Technical specifications- Kamal A.
- Usability tests – Peter G.
- Test Plan – QA lead?

Launch:
- Marketing plan – Vincent T.

Post-mortem:
- Postmortem - Vincent T.

PRODUCT CONTACTS

Product Development Team (- Core Team)*

Name	Organization	Role	Phone	E-mail
Vincent Tong*	Shop@Products	Product Mgr	650 937 4775	Vincentt@netscape.com
Amanda Halbert*	AOL e-commerce	Business Owner	703-265-1151	ahalbert@aol.com
Randy Wagner*	Digital City	Digital City Counterpart	703-265-3342	rwagner8@aol.com
Kamal Acharya *	Shop@Products	Engineering Mgr	650 937 4383	acharya@netscape.com
Peter Gremett*	Shop@Products	UI Designer	650 937 6504	Pgremett@netscape.com
TBD*	Shop@Products	Project Mgr		
Aron Boggs	AOL e-commerce	Interface with AOL Member Support	703-265-1468	boggsaron@aol.com

Stakeholders and their Representatives (- Key)*

Name	Organization	Role	Phone	E-mail
Katherine Borsecnik*	AOL e-commerce	Executive "Good to Go" approval	703 265 3480	KatherineB/a@aol.com
Todd Goldman*	Shop@Products	Executive "Good to Go" approval	650 937 6434	tgoldman@netscape.com
Patrick Gates*	AOL e-commerce	Executive "Good to Go" approval	703 265 0037	Patrickgates/a@aol.com
Jim Ambach*	Shop@Products	Executive "Good to Go" approval	650 937 3948	ambach@netscape.com
Todd Unger*	Digital City	Executive "Good to Go" approval	703-265-0209	Digitodd@aol.com
Jim Bramson	Legal	Legal Counsel	703-265-1075	JimBramson@aol.com
Carol Madson	Shop@Netscape	Shop@Netscape representation	650-937-6268	cmadson@netscape.com
Veronica Gabriel	Shop@CompuServe	Shop@CompuServe representation	614-538-3842	vgabriel00@cs.com
Chris Iannuccilli	Interactive Marketing /Account Management	Communication with merchant partners	415-844-9134	Iannuccilli@aol.com
Sean Guy	AOL Member Services	AOL Member Support	703-265-1510	seang567@aol.com
Al Patel	AOL E-commerce	Mar Comm	703-265-2793	Alkentpatel@aol.com

CONCEPT AND OBJECTIVES

Goal

IMMEDIATE GOAL
Unlock the power of Digital City, AOL's crowned jewel in the localized content play, into the Shop@ space. Create a better comparison shopping experience by enabling Shop@ users to easily and conveniently find nearby retail locations of Shop@ merchant partners.

LONG TERM VISION
Provide a true "one-stop-shop" for consumers to comparison shop. They may perform product search and merchant comparison on individual products from large and small "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.

Problem Definition

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from nearby physical store all-in-one-place. The Shop@ channels are not addressing this need at the moment.

"32% of all online buyers look [online] for the most convenient off-line physical store location" - Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" - Jupiter

Business Objectives

Categories	Objectives
Consumer Satisfaction	Increase retention by making comparison shopping easier and more convenient
Merchant Partner Satisfaction	Increase retention of "Click-&-Mortar" merchant partners by highlighting their "offline" assets
Strategic	Earn consumers' trust, as they release their zipcode/address to us
	Open up future revenue opportunities via this localized platform (e.g. move up the supply chain to add value to manufacturers and to mom-&-pop stores)
Traffic	Generate incremental pages views
Revenue	Drive local ad impressions via Digital City

Prioritized Metrics

How do we know if we succeed?

Type	Priority	Metrics
Consumer & Merchant Partner Satisfaction	H	Deploy Yoda to 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, within 3 months after the initial launch
Consumer Satisfaction	H	Achieve a click-thru rate of 5% for the "Store Locator" feature, within 3 months after the initial launch
Strategic	M	15% of users will "store" their zipcode/address for repeat usage, within 3 months after the initial launch
Page Views	H	Generate incremental page views of 21M in year 1 and 32M in year 2 (see Product Economics for assumptions)
Revenue	H	Drive additional local ad impressions via Digital City valued at $1.6M in year 1 and $2.4M in year 2 (see Product Economics for assumptions)

High level constraints

Categories	Constraints
Budget	None identified (It's been approved as part of the Shop@Anywhere Bullet)
Schedule	None identified
Staffing	UI resource constraint
Merchant	None identified

MARKET ANALYSIS & OPPORUNITY

Target Users

The primary audience is the current users of Shop@ channel: (Tier 1: Shop@AOL & Shop@AOL.com. Tier 2: Shop@Netscape & Shop@CompuServe. Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp) The prioritization is based on their need and desire to shop offline.

- Priority 1: "Shirley"
- Priority 2: "Steve"
- Priority 3: "Chantilly"

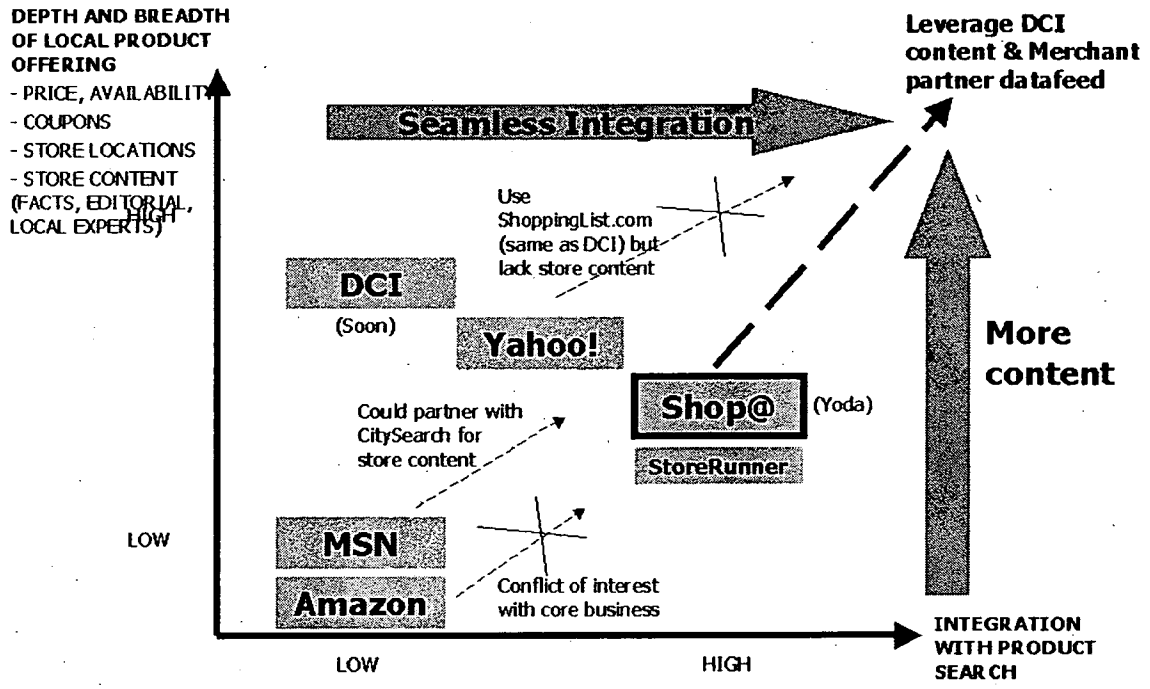
(See appendix for the AOL Shopping Personas)

The secondary audience is the potential traffic coming from Digital City via the Shop@AOL.com integration points. Digital City is the most trafficked local content network in the U.S. with over 6M unique users/month, 8% reach (Media Metrix, June 2000 Home/Work).

- Priority 1: "Clicks-and-mortar shoppers": Using this term loosely to describe people who research/shop online as a means to buying offline. Research discussed at the Kelsey Local Commerce Conference indicated that 60%-70% of online shopping results in offline purchase, approaching $750 million in annual purchases within the next few years.
- Priority 2: "Shopping enthusiasts": people who love to shop and see shopping and "the thrill of the hunt" as entertainment. Includes both in-town and visitor segments (about 50% of unique users for any particular Digital City come from outside the market)
- Priority 3: "Bargain-seekers": price-driven shoppers and sales fanatics interested in where to get the best deal, coupons/special offers, and sales.

(Source: Todd Unger, Digital City. Prioritization by Vincent Tong)

Competition



The winner will be determined by its ability to seamlessly deliver the most comprehensive store-by-store product content and store content. With Digital City as the competitive advantage on the store content front, the Shop@ channels are well positioned to win the online/offline integration war. To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels <See Long Term Vision>

PRODUCT ECONOMICS

AOL monetizes this product directly via incremental page views to Digital City.
Please see appendix for more detail.

Summary	Jan-Dec 2001	Jan-Dec 2002
Incremental page views	21M	32M
Revenue	$1.6M	$2.4M
Est. based on $75 CPM		

KEY ASSUMPTIONS

- Only traffic driven by the Merchant Comparison area's "Store Locator" feature via Product Pages and Shopping Assistant are considered here.
- Traffic via other integration points (e.g. A-Z Store Directory, Department pages) are too trival

- Future revenue opportunity as we built this localized platform is not considered in this model
- Higher retention rate of "Click-&-Mortar" merchants are not considered in this model
- The growth rate of online buyers from Jupiter is applicable to that of our users

PRODUCT AND SERVICE

Value Proposition

Consumers

- Convenience! -- Make comparison shopping easier, as the local store listings of merchants are readily available with a click of the button at convenient places within the Shop@ environment (e.g. Merchant Comparison area)
- Quick access to entertaining and helpful local store content via Digital City's Details Page (e.g. map, driving direction, user review, professional review, store sales, coupons)
- Bottom Line = AOL provides us with a better comparison shopping experience for online merchants and local stores — HIGH

*In the long term, we should be able to expand the universe of Shop@ partners to include "brick-&-mortar" only stores. "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

Prioritized Requirements

The purpose here is to clearly communicate prioritized requirements to engineering, UI and QA so that they can make the correct trade-offs when making and implementing design decisions. The following requirements are prioritized as follows:

- P0 = Non negotiable. It isn't a functional product without this feature.
- P1 = Critical. Product can initially exist without this feature but not for long.
- P2 = Differentiating feature that may provide significant marketing value.
- P3 = Would be nice to have.

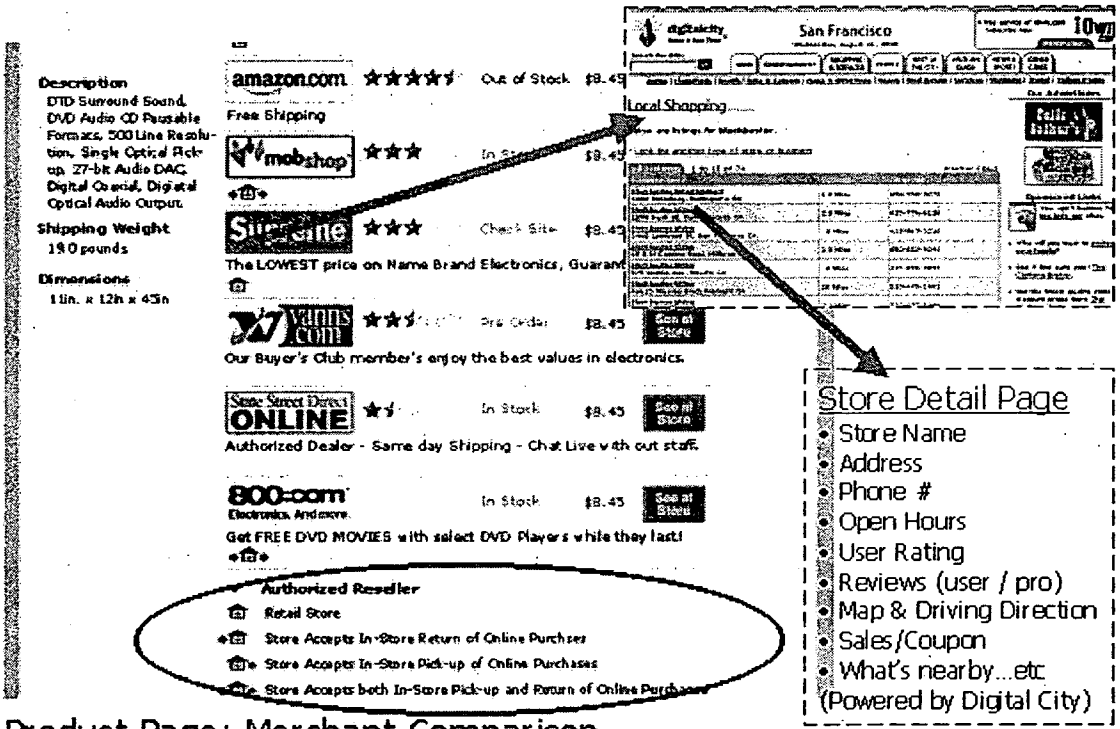
Please also see appendix for Terms and Definitions

Summary

Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Directory)

User may store multiple target locations (link to UMP)

Indicators of merchant's local store return/pick-up policy for online sales



Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final design) page 7

Requirements	Priority
DRIVE AWARENESS AT SHOP@ CHANNELS	
"Store Locator" indicator next to each "click-&-mortar" merchant partner. It triggers the proximity search feature	P0
Clearly identify the different types of in-store return/pick-up policy for online sales of each "click-&-mortar" merchant partner A) Store Accepts In-Store Return of Online Purchases B) Store Accepts In-Store Pick-up of Online Purchases C) Store Accepts Both In-Store Return and Pick-up of Online Purchases D) Don't know or None	P1
Placement in Merchant Comparison area (includes but only limited to Product Page and Shopping Assistant) across Shop@channels	P0
Placement in Department Pages across Shop@channels	P1
Placement in A-Z Store Directory across Shop@channels	P1
Display the number of nearby stores for each "click-&-mortar" merchant within the default/predefined radius of the user's "stored" target location	P2
TARGET LOCATION(S)	
Solicit user for address, zipcode or city, state (within Shop@ channels). Pre-fill the form on repeat visits with the last selection (cookie?).	P0
Enable the same functionality for "Find It Locally"[1] feature under Shopping Search	P1
Enable and encourage user to "store" multiple target locations (e.g. home, work, grandma's house). User may easily pick any one of their target locations to perform the proximity search. Requires authentication of the corresponding membership (e.g. AOL, CompuServe, Netscape). Information will be stored as an extended UMP profile for the user so that the data will be standardized and tightly controlled and other applications can share this data (should collaborate with MapQuest and UMP owner Rizwan Ali on this).	P2
Pre-fill target location form from user's core UMP under Shop@AOL and Shop@ CompuServe (if any). <Subject to Privacy Issue>[2]	P3
User may define the search radius (could be stored along with the target location as well)	P3
PROXMITY SEACH (BY DIGITIAL CITY)	
Search: With the target location, merchant name and search radius (default or user-defined) as parameters, search for the merchant partner's physical stores in the Digital City directory.	P0
Presentation of Search Result: Minimally, the search result must display store name, proximity to target location and phone number. If there is no result, user will be advised to return to select another Shop@ merchant partner. If there are more than one search result, the stores will be ranked by proximity starting with the closest one.	P0
To ensure accuracy of search result (e.g. Blockbuster Fireworks Inc. should not be returned as a search result for "Blockbuster"), the "click-&-mortar" merchant partners should be mapped to their retail outlets at the Digital City directory (e.g. add a Shop@ merchant ID to all Blockbuster stores and use this ID as search	P0

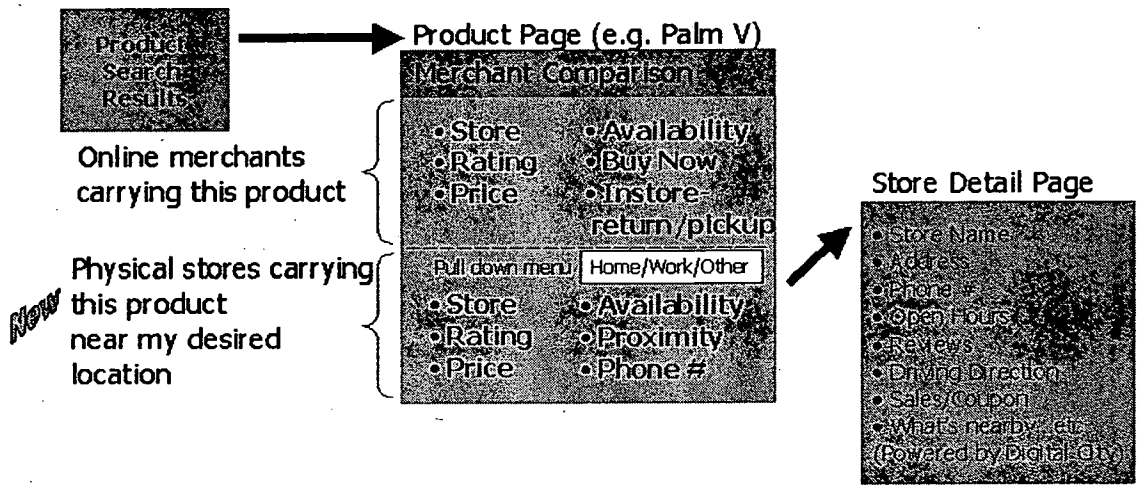
[1] "Find It Locally" resides on the Shopping Search 2.0 Result Page. Currently, it collects a zipcode from the user and passes the search's product category and the zipcode to Digital City. The result would be a list of offline merchants under the same product category and the zipcode.

[2] Currently, UMP (Unified Member Profile) is at it early infancy. According to UMP's Product Manager Rizwan Ali, it does not collect info from subscriber's billing profile (due to privacy issue) and depends largely on My AOL.com. Moreover, information stored at core UMP (e.g. address, birthday) also need to be assigned whether it could be shared for application outside My AOL.com or not.

parameter instead of merchant name)	
Each search result contains a direct link to the store's Details Page	P0
STORE DETAILS PAGE (BY DIGITAL CITY)	
Content Availability: With an estimated launch in mid-Dec 2000, the Details Page is the heart of Digital City's enhanced shopping directory. While the exact amount of content for each location may vary depending on Digital City's content acquisition efforts. Here is the prioritized list of content item for all "click-&-mortar" merchant partners.	
- Venue description (store name, address, phone #, & editorial)	P2
- Photo	P2
- DCI Utilities ("Map") & Driving Directions (takes the target location)	P0
- Enhanced Data – hours, accepted payment, price info, return policy, parking, cross street, upcoming events	P2
- Local Expert Reviews	P2
- Fulfillment Tools (sales, coupon) via ShoppingList.com co-brand	P1
- Shop@ Integration (static link to Shop@AOL.com)	P0
- NetBusiness Biz Card tie-in	P3
Update Content: With a one week turn-around time, a Digital City Producer should be able to update the "factual" content items of individual listing upon the request of Shop@ merchant partners via their Account Managers. These items include "Enhanced Data" & "Venue description" (except for the editorial). Moreover, the producer should also be able to handle adding a new store and deleting a "closed" one in the same time frame as well. The change should propagate across the Digital City directory.	P0
Block "Unfriendly" Advertising: With a one week turn-around time, a Digital City Producer should be able to filter out advertising deemed "unfriendly" by the Shop@merchant partners. The change should be limited to only this co-branded Details Page.	P2
THE DIGITAL CITY & SHOP@ CO-BRAND EXPERIENCE	
Until the user returns to the Shop@ channel, his/her entire experience after igniting the "Store Locator" feature will be co-branded by Digital City and the corresponding Shop@ channel	P0
The co-branded site will be stripped of all non-shopping related content to minimize distraction of user's online shopping activity. However, user can always access the entire product offerings of Digital City by clicking on the "Digital City" logo.	P1
CUSTOMER CARE	
Self Help FAQ on this feature should be readily available within the co-branded environment	P0
Consumer feedback form should be readily available within the co-branded environment. The "categorized" feedback form is a vehicle for Shop@ Product Group to collect user comments on this feature and is NOT meant to be answered by customer service.	P1
REPORTING	
# of impressions, click-thrus and empty result of the "Store Locator" feature for each "click-&-mortar" Shop@ merchant partners, per Shop@ channel-location (e.g. Product Page's Merchant Comparison at Shop@Netscape.com)	P0
# of Page Views at Digital City & Shop@ co-branded page via the "Store Locator" feature, per Shop@ channel	P0
# of Unique Users "storing" their target location for repeat usage	P1

Long Term Vision

Summary
- Provide a true multi-channel (both online and offline) product search and merchant comparison environment on individual products from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants



- Seamlessly integrate the latest product information (e.g. availability, pricing) of individual physical retail locations of Shop@ merchant partners into Shop@ Product Search and Merchant Comparison all-in-one-place.
- Include product information on store-by-store level from "Click-&-Mortar" merchant partners into the Datamart
- Include product information on individual "Brick-&-Mortar" Mom-&-Pop stores (sponsored by manufacturers?) into the Datamart
- Provide Product Page for "Specialty" items, currently un-available due to the lack of product content. With local store information, it might be compelling enough to have a Product Page for Guess Jeans.

Be patient....
Unfortunately, merchants are NOT ready yet. Most "Click-&-Mortar" merchants have NOT synchronized their Web and physical store retail channels. That means they lack the ability to pinpoint the availability or even the pricing of an individual product for each of their physical stores. Echoing the "Competition" section.... To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels.

UI Design Goals

AOL Shopping Persona	User Experience Goals to "Find nearby stores of Shop@ merchant partners"
Shirley	- EASY: The "Store Locator" features are conveniently located next to all "click-&-mortar" merchant partners throughout the Shop@ channel. It's so easy to find them. - SENSE OF ACCOMPLISHMENT: a.k.a. dummy-proof. The "Store Locator" feature is so easy to use. There is no way for me to make a mistake, unless I type in the wrong target location.
Steve	- FAST: Once I decided that I like this product, I can quickly compare prices from online store and call up nearby local stores for pricing and availability. 2 or 3 clicks.... I am done.
Chantilly	- FUN: There is so much interesting content on the Details Page for this store (e.g. Local Expert reviews on this store). I can't wait to tell my sister about it.

<See Appendix: AOL Shopping Persona for details on the personas>

Other Goals:

- It is highly likely that there are different product assortment at Web channel vs. Physical store channel for a merchant. If the user is coming from the Merchant Comparison page, we need to set the right expectation with the user that the local stores might or might not carry this product and the pricing might not be the same.
- Avoid distracting consumers with other DCI content. Filter out the non-shopping related content.
- User may easily return to what they were doing at the Shop@ channel (e.g. the "Store Locator" feature could open a new window for the Digital City co-brand)
- The placement of "Store Locator" will NOT cause the Product Page to violate the merchant agreement of display at least 2 merchant at merchant comparison area above the fold.

Release Criteria

HARDWARE

The following requirements are expected to run on the following hardware platforms:
<Please see appendix>

WEB

- No P0 or P1 defects
- No misspellings or alignment errors can appear in the UI
- Proximity search results will be generated correctly at least 99% of the time
- Having the "Store Locator" on Shop@ channels does not noticeably effect the download speed
- Digital City can process proximity search request and push search results within 8 seconds at peak time, 3 seconds average
- Digital City can support an additional 5 service requests per second at peak for the proximity search
- It should take a Digital City producer a one-week turnaround time at the maximum to update store content on Details Page, adding a new store or deleting a closed store
- All help documentation (FAQ) describing "Store Locator" usage is included
- The following usability criteria will be demonstrated through user tests
  - 90% of tested users do not find "Store Locator" distracting
  - 90% of tested users understand what "Store Locator" will do for them before clicking on it
  - 90% of tested users can find the local stores of a "click-&-mortar" merchant in front of their screen without additional instruction, especially with the target location tool
  - 80% of tested users indicate that the search results and Details are useful while shopping, and that they would use it again

OPERATIONS

Operational issues and Resolutions

SUPPORT CONSUMERS

Support	Tier 1: Shop@AOL & Shop@AOL.com	Tier 2: Shop@Netscape & Shop@CompuServe	Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp
Email	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)
Phone	None	None	None
On-line	Self-Help FAQ	Self-Help FAQ	Self-Help FAQ

SUPPORT MERCHANT PARTNERS

<Store Info Update>

- *"Click-&-Mortar" merchant partners* are expected to request updates on their local store content in the Digital City database (e.g. new phone #, new store opening, store close-down, store relocation) via their *Account Managers*
- The assigned *producer* at Digital City to handle this request is TBD.
- We must be careful in setting the right expectation with merchant partners on the editorial integrity of Digital City. Digital will ONLY change the factual content items on the Details Page.

RISK AND ISSUES

Issues

Areas	Status	Issues
Legal	Open	Privacy concern on allowing user to store zipcode/address - Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Jim Bramson and Kent Walker once features are finalized
Merchant	Open	Do we need permission from merchant partner to deploy "Store Locator"? - Need to check with Acct Mgmt
Placement	Open	In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Directory, Dept Pages) - Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.
UMP	Closed	Can/should we deliver the "stored" user zipcode / address to UMP? - Need to check with Personalization Divlet
Space Limitation	Open	On Product Pages, we are promising that 2 merchants will be display at merchant comparison area "above the fold". Need to verify with Account Services.

Risks

Areas	Risks	Contingency (Plan B)
Merchant Partner Satisfaction	Potential negative reaction from "pure-play" e-tailer partners	Ask Account Management team for feedback

Dependencies

Areas	Dependencies	Contingency (Plan B)
Internal Tech & Content Partner	Depends on Digital City to provide the proximity search and the localized content	Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request

RESOURCE AND SCHEDULE

Schedule (Preliminary)

Staffing (Preliminary)

<Source: Jun Huang & Steve Rubinstein>

2-month Development Cycle (Est.)

Engineering	3.5 pm*
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

*pm – person-month

Appendix

Usage Estimate

KEY ASSUMPTIONS											
- Revenue from Store Locator at A-Z Store List is too trival											
- Future revenue opportunity as we built this localized platform is not considered in this model											
- Higher retention rate of Clicks-&-Mortar merchants are not considered in this model											
- Est. traffic between Aug 01 - July 02 is used for Yr 1											
- The growth rate of online buyers from Jupiter is applicable to that of AOL users											
TRAFFIC ESTIMATES											
	US online buyers (Jupiter 1/00)			**Page Views for Product Pages**							
	Yr	Online Buyers	Growth Rate	Annual	Period						
	2,000	39,000,000	n/a	154,856,365	Aug 00 - July 01 (AOL e-commerce Estimates)						
	2,001	52,000,000	33%	**180,836,713**	Yr 1 (Using AOL e-commerce est for Jan-Jul '01 and using Jupiter's Growth Rate for Aug-Dec '00)						
	2,002	67,000,000	29%	**233,001,150**	Yr 2 (Using Jupiter's Growth Rate)						
				YEAR 1	YEAR 2	SOURCE/EXPLAINATION/ASSUMPTION					
DIRECT REVENUE FROM STORE LOCATOR				Jan 01-Dec 01	Jan 02-Dec 02						
	Merchant Comparsion Only Page PVs			180,836,713	233,001,150	Shopping Assistant is driving traffic to Merchant Comparsion					
						Only Page in the same rate as Search to the Product Page					
	Page Views (Product Page & M.C. Only Page)			361,673,426	466,002,299						
	Avg # Merchants at M.C.			4.0	4.5	Shop@ M.C. team					
	% Click-&-Mortar Merchant			30%	30%	Shop@ A-Z Store List 8/8/00					
	% Store Nearby User			20%	20%	Wild guess. Important.					
	% Local Store Available at M.C.			24%	27%	(% Brick-&-Mortar Merchant x % Store Nearby User) x Avg # merchants at M.C.					
	% User decided to pursue a merchant			30%	30%	Shop@ M.C. team					
	% User prefer to shop offline			75%	75%	Jupiter					
	% Subtotal			5.4%	6.1%						
	PVs on Proxmity Search Result Page (DCI)			19,530,365	28,309,640						
	% Click-thru to Details Page			10%	15%	Wild guess. Need to ask DCI					
	PVs on Details Page (DCI)			1,953,037	4,246,446						
	Total PVs			21,483,402	32,556,086						
	CPM			$75	$75	Digital City - Shopping Category (Todd Unger)					
	REVENUE			**$1,611,255**	**$2,441,706**						
SERVER LOAD ESTIMATE											
	Service Requests		For the Year	19,530,365	28,309,640						
			Peak Month (Dec) = 18%	3,515,466	5,095,735						
			Daily Avg During Peak Month	113,402	164,379						
			Peak Hour (10% of day)	11,340	16,438						
	Service Requests Per Second During Peak Hour			3.15	4.57						

Terms and Definitions

The following terms are used (and italicized) throughout the PRD, especially in the requirements section.

"Click-&-Mortar" Shop@ Merchant Partners: Shop@ merchant partners with physical retail outlets and a web store-front (e.g. BN.com)

"Brick-&-Mortar" Shop@ Merchant Partners: Merchants with physical retail outlets and no web store-front (e.g. Mom-&-Pop store)

"Pure-Play E-tailer" Shop@ Merchant Partners: Shop@ merchant partners with a web store-front but no physical retail outlets (e.g. eToys)

System Users

There are three different classes of users for the Shopping Assistant: shoppers, administrators and producers, and executives. Each class is described below. Features for shoppers will be developed first, followed by features for administrators and producers, and finally executives.

Shoppers: These are the end users of the system. They interact with the system from within the AOL and CompuServe clients. Their goal is to shop online.

Administrators and Producers: These are the users charged with the ongoing operation and maintenance of the system. These users are responsible for trouble-shooting, for adding/deleting and editing merchants and sites where Shopping Assistant services are recommended, and for performing routine maintenance. Their goal is the successful operation, maintenance and expansion of the Shopping Assistant.

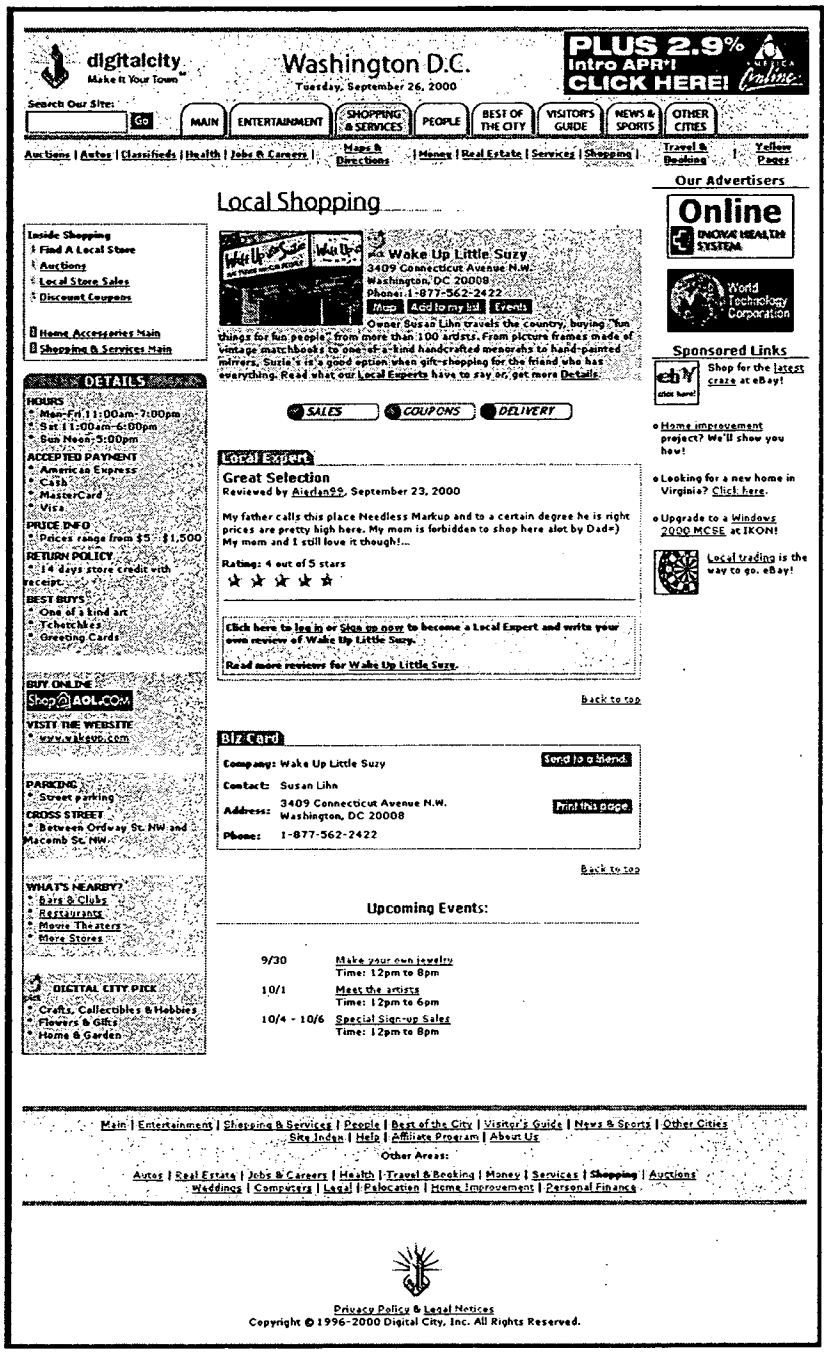
Executives: Executives are interested in tracking the use and acceptability of the Shopping Assistant. Their goal is to determine how the Shopping Assistant is functioning and whether it is attaining its success criteria.

AOL Shopping Personas

<Source: Peter Gremett>

Mock-up of Digital City Details Page (not final)

The details page is the heart of Digital City's enhanced shopping directory:.



Hardware Requirements

Unless otherwise noted, the features described in PRD are meant to run on the following hardware configuration:

Server-Side

- Operating System: Solaris 2.6 and above
- Processor: Sun E450 4 CPU
- Memory: 2 GB RAM
- Disk Space: 4 GB hard drive space

Client-Side

- Operating System: Windows 32-bit, Win95/98/Me, Win NT/2000, Whistler
- Processor: Pentium Class PC
- Memory: 16 MB RAM
- Disk Space: 48 MB hard drive space
- Screen Resolution: Minimum resolution 640 x 480, 256 colors
- Internet Connection: Modem, 28.8

EXHIBIT C

C

From - Fri Feb 02 19:31:06 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.252]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G85NQZ00.R8C; Fri, 2 Feb 2001 16:23:23 -0800
Message-ID: <3A7B4F21.70A49ED4@netscape.com>
Date: Fri, 02 Feb 2001 19:21:53 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/2/2001</h3>
1. Continued work on Local Stores design. Met with Search team and
discussed

issues related to merchant database, detection of user's location and
events

database.
<p>2. Started work on installation and configuration of VL5 plugin. This
is

being done on landscape.mcom.com, a development server, for Magic Carpet

authentication. This is to be followed with testing of authentication
for

AOL in-service users.
<p>3. Review of career development plan.
<p>4. Support/maintenance work on Shopping List. Updated the demo pages
to include

all the required parameters when adding products to Shopping List.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

EXHIBIT D

D

From - Sun Feb 11 09:13:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.200]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G8LJJ400.TI4; Sun, 11 Feb 2001 06:13:52 -0800
Message-ID: <3A869DC7.2489D7A2@netscape.com>
Date: Sun, 11 Feb 2001 09:12:23 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/9/2001</h3>
1. Continued work on Local Stores design. Met with Rick Henderson
and Glenn Mi to talk about modifications to the Merchant Compare service
to include local store information. Finalized most of the outstanding design
issues.
<p>2. Continued work on installation and configuration of VL5 plugin. Successfully
configured the VL5 plugin on landscape.web.aol.com to read Magic Carpet
Authentication headers (for web users).
<p>The Magic Carpet VL5 catalog is not released to production and the TurboWeb
group does not yet have a test environment set up to

test new catalog which includes the latitude/longtude information.
<p>I still haven't received the mapping file for converting location information
to a zip code. The person responsible in the AOLNet Ops is no longer
working in the group due to reorg and I have sent mail to the manager,
Steve Long, asking for the file.
<p>3. Completed focal review.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

EXHIBIT E

E

```
From - Mon Feb 19 07:32:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
        16:29:39) with ESMTP id G8RT5V00.PXA for <srinivas@dredd>; Wed,
        14 Feb 2001 15:27:31 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f1ENRUI18467
        for srinivas; Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Resent-Date: Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Message-ID: <3A8B1484.C175144B@netscape.com>
Date: Wed, 14 Feb 2001 15:28:04 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Todd Goldman <tgoldman@netscape.com>,
        Jim Ambach <ambach@netscape.com>,
        Peter Weck <weck@netscape.com>,
        Tony Schofield <ant@netscape.com>,
        Rajesh Mahajan <rmahajan@netscape.com>,
        shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"CEQsDD.A.OgE.hRxi6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<b>Shop@Anywhere status for week ending 2/9/01</b>
<p>This week:
<ul>
<li>
Local Store:</li>

<ul>
<li>
Finished design doc.  Design review scheduled for the next week.</li>
```


Continued experimentation with the VL5 plugin. Still waiting for the mapping file for converting location information from VL5 header to zipcode.

Shopping Widget:

Finished design doc. Design review scheduled for the next week.

Implemented class to generate XML from parsed data.

Started working on image manipulation.

Product Page Anywhere:

Finished design doc. Design review scheduled for the next week.

Completed Focal Review.

Worked on the Integrated Schedules.

Next week:

Hold design reviews.

Reexamine schedules.

Get schedule commitments from DCI and P13n divlet.

Issues:

Getting schedule commitment from DCI is still the biggest issue.

Project Management status:
<p>Accomplisments this week:
<p>- Continued work on the event codes. Merchant Comparison, Shopping Assistant,
and Wallet have event codes that still need work. Wallet has some that need to be set up with

"impact", a new tool from the NOC that allows an event to be monitored over a specified amount of time so that it only gets reported if it occurs x amount of times during x duration of

time.

- I talked to AOL San Diego (Personal Logic) to make them aware of the changes to product pages.

- Followed up with Jim Bramson on copyright requirements on the printer friendly pages.

- Met with EMC rep from Operations to review our new projects.

- Started conversations with Ops to make them aware of our new projects and get assignements. Still need to do followup.

<p>Issues:

- QCPP 2.0 has no schedule or official plans yet. However if they want to make it into Shopping Assistant for AOL 6.5, they need to start working on it now. Ellen, the new PM for

QCPP 2.0, is aware and addressing the issue.
<p>For next week:
<p>- Continue working on event codes.

- Followup with Ops on new projects. Will invite them to the Design reviews this week.

- Finish non-engineering schedules for the Shop@anywhere projects.

- Hopefully get to committed schedule by end of week.

- Kimberly Blessing will be visiting. We should discuss the Local Stores and ShopHelp.

- Eirene Espinosa is also visiting. She is the Project manager for AOL client 6.0 refresh. Meeting with her regarding Shopping Assistant.

 </html>

EXHIBIT F

F

From - Tue Mar 06 22:26:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.51]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id G9T3WU00.KGH;
Tue, 6 Mar 2001 18:50:54 -0800
Message-ID: <3AA5A1A8.430C21A1@netscape.com>
Date: Tue, 06 Mar 2001 21:49:12 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/2/2001</h3>
1. On vacation from 3/1 to 3/2
<p>2. Continued work on VL5 configuration/testing. The current problem
with testing for Magic Carpet authentication is that the user auth information
(screen name, service type, etc) is available only for the first request
to the web server. I have sent my configuration files to the vlsupport
team, but no resolution, yet.
<p>3. Started making modifications to the Merchant Comparison module to
include local store information.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT G

From - Wed Mar 07 06:10:09 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9TEFY00.NP8 for <srinivas@dredd>; Tue, 6 Mar 2001 22:38:22 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f276cMA19954
for srinivas; Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Resent-Date: Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Message-ID: <3AA5D780.628482A1@netscape.com>
Date: Tue, 06 Mar 2001 22:38:56 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"_hpnKC.A.U3E.dddp6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Escalations

None.

Accomplishments

Product Page Print & Email

Installed Search code on development server. Still some issues with
the cache database. Continued setting up the development environment.</
li>

Worked on the Mail Handler backend code.

Met with QA team to help develop test plan.

Engineering and QA participated in the finalized UI review.

Local Store

Discussed merchant feed handling strategy with Steve and Yogi. Came up with a workable plan. Need to write down the plan and do a sanity check with others in the divlet and with DCI.

Discussed including Local Store locator on A-Z pages. The Dulles team doesn't want to spend a lot of effort into this. They agreed to include a simple store search widget.

Got familiar with the Merchant Compare code and started coding the local store UI.

Engineering and QA participated in the finalized UI review.

Shopping Widget

QA wrote first draft of the test plan.

Continued working with the P13n folks on the widget implementation details.

Reviewed Shop@Anywhere project requirements with Ops.

Issues

DCI relationship still requires very close management. No need to escalate yet.

Ops raised some issues with our plan to scrape the "store specials" from the department pages. David Habib promised to work with us on this issue and on wardware requirement.

Next week

Product Page Print & Email

Finish setting up development environment.

Try to finish Mail Handler back end.

Local Store

Get agreement from everyone involved on the merchant feed handling. Come up with a plan for implementing the necessary changes to the Tools and feed processing.

Make progress on Local Store UI development.

Widget

Resolve Ops issues.

Meet with P13n QA folks to determine the Widget QA environment and responsibilities.

Resolve open issues with the P13n engineering team.

</html>

EXHIBIT H

H

From - Sun Mar 11 17:34:57 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.166]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9YINY00.BX5; Fri, 9 Mar 2001 16:57:34 -0800
Message-ID: <3AA97B93.3113AA7E@netscape.com>
Date: Fri, 09 Mar 2001 19:55:47 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/9/2001</h3>
1. Continued work on VL5 configuration/testing. Successfully completed
testing of Magic Carpet Authentication. Completed coding for authentication
of AOL and CS users.
<p>Submitted request for VL5 headers (in place of X-AOL headers)
for the Shopping List QA machine.
<p>2. Continued modifications to the Merchant Comparison module to include
local store information.
<p>3. Completed checkin of the code modifications for the enhancements
to Shopping List to support CTA Banner service, after successful testing
by the CTA Banner team.
<p>4. Met with Manomohan Pillai and Michael Forncrook to update them on
recent modifications to Shopping List.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT I

I

From - Wed Mar 21 16:11:31 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.115]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAKAEA00.SL9; Wed, 21 Mar 2001 11:06:10 -0800
Message-ID: <3AB8FB2E.1215F57D@netscape.com>
Date: Wed, 21 Mar 2001 14:04:14 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/21/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/21/2001</h3>
1. Put together Shopping List Release 1.1 after completing testing. Mano
to install/test on QA server. The VL5 headers are enabled for QA server.
<p>2. Modified Merchant Comparison module to read local stores information
from text database. I put together a text database using the merchant table
from the production server for Search and the Franchide ID information
from DCI.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT J

J

From - Wed Mar 28 05:33:01 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.179]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAWLE200.GK6; Wed, 28 Mar 2001 02:34:50 -0800
Message-ID: <3AC1BDD0.E846CDB9@netscape.com>
Date: Wed, 28 Mar 2001 05:32:48 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/27/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/27/2001</h3>
1.Testing still underway for Shopping List Release 1.1 on QA server. It
turned out that the VL5 headers were not initially turned for the cs.com
alias of the server. Currently, VL5 authentication works for both web users
and in-service users (AOL and CS).
<p>We just noticed another problem, initially reported by the CTA team,
where if two users sign in from a web browser in succession, the second
user is authenticated as the first user!
<p>I have informed the vlsupport team of the problem. The installation
of the new release of Shopping List on production servers is likely to
be delayed, pending investigation of the problem.
<p>2. The Merchant Comparison module is modified to work with a text database
of the local store merchants. Both the grid version and standard-html version
of the MC are working now. We are awaiting the activation of the proximity
search interface at DCI so that we can start sending queries to DCI to
look up local stores.
<p>3. Reviewed and provided feedback for the QA Test plan for Local Stores.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT K

K

From - Wed Mar 28 15:26:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAXCIY00.DNF for <srinivas@dredd>; Wed, 28 Mar 2001 12:20:58 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f2SKKts24266
for srinivas; Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Resent-Date: Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Message-ID: <3AC2479B.35BD15F0@netscape.com>
Date: Wed, 28 Mar 2001 12:20:44 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"PMmFzC.A.w4F.eekw6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/21/01 - 3/27/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Continued working on the Product Page Email JSPs and integration with the

Search servlet.

Integrated with Magic Carpet.

Local Store

Both the grid version and the stand alone version of the Mercant Compare are modified to show local stores. We are awaiting the activation of the proximity search interface at DCI so that we can start sending queries to DCI to look up local stores.

Reviewed QA test plan.

Shopping Widget

Kept working on hosting issues with Ops. We are close to a resolution.
Laura is driving this.

Reviewed HTML for the widget.

Issues

None

Next week

Product Page Anywhere

Try to finish Product Page Email JSPs.

```
<li>
Work on first drop to QA.</li>
</ul>

<li>
Local Stores</li>

<ul>
<li>
Wire Local Store UI to DCI search URL, assuming their interface is live.</li>

<li>
Integration testing.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Work with P13n folks on the QA process</li>
</ul>
</ul>
</html>
```

EXHIBIT L

L

From - Wed Apr 04 06:56:40 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.58]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GB9L1Y00.6ZW;
Wed, 4 Apr 2001 03:56:22 -0700
Message-ID: <3ACAFDC5.4C1A612@netscape.com>
Date: Wed, 04 Apr 2001 06:56:06 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/2/2001</h3>
1. Implemented a workaround for the recently found bug in VL5 plugin. If two users sign in from a web browser in succession, this bug results in the second user being authenticated as the first user. The problem is caused by a authentication cookie set by the VL5 plugin when the first user logs in; this cookie is not regenerated when a second user logs in, but is instead reused, resulting in the second user being authenticated as the first.
<p>The workaround clears the VL5 cookie during logout from Shopping List; a new cookie is then generated by VL5 when a new user logs in. After this workaround is tested on QA server, installation of Shopping List Release 1.1 on production servers will be scheduled.
<p>2. I started installing and running the Search service on a new UltraSparc machine; I could not run Search on my Sparc20 system, landscape, because Search software requires UltraSparc systems.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT M

M

From - Sun Apr 08 16:01:55 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBA9MA00.PEB for <srinivas@dredd>; Wed, 4 Apr 2001 12:46:58 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f34JkuU27131
for srinivas; Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Resent-Date: Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Message-ID: <3ACB7A26.44E37ED0@netscape.com>
Date: Wed, 04 Apr 2001 12:46:47 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"1IP_pB.A.XnG.uo3y6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/28/01 - 4/3/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Worked on Magic Carpet integration.

Local Store

Reviewed and provided feedback on the plain text feed format specified by DCI. Waiting for the modified DCI proximity search URL to be live, to start doing integration testing. (ETA - mid april)

Shopping Widget

We think we have a resolution on the hosting architecture. Need to circle back with Ops and close it next week.

Issues

None

Next week

Product Page Anywhere

Finish Product Page Email.

Work on first drop to QA.

Local Stores

Start working on the Datamart changes needed to support local stores.


```
<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Make changes to the Extractor based on new deployment architecture.</li>

<li>
Look into error handling (Netcool).</li>
</ul>
</ul>
</html>
```

EXHIBIT N

N

From - Tue Apr 10 21:44:54 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.88]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GBLU1600.M9D;
Tue, 10 Apr 2001 18:41:30 -0700
Message-ID: <3AD3B63B.EFD716C@netscape.com>
Date: Tue, 10 Apr 2001 21:41:15 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/10/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/10/2001</h3>
1. Submitted a QAR for installing the latest release of Shopping List on production servers.
<p>2. Coding is mostly done for the Store Locator feature in Search. A flat-file text database is used for the local stores information. Set up demo pages for the initial set of merchants to be included at launch. Need to setup the images for tracking impressions of the Local Store grid and for generating corresponding logging reports on the production IRS servers.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores. Drop to QA.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT O

```
From - Wed Apr 11 16:04:21 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GAKK4P00.U7C for <srinivas@dredd>; Wed, 21 Mar 2001 14:36:25 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f2LMaNA21734
        for srinivas; Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Resent-Date: Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Message-ID: <3AB92CF3.5A6C9364@netscape.com>
Date: Wed, 21 Mar 2001 14:36:35 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: multipart/mixed;
 boundary="----------5610BFCE826A2EA6621188E8"
Resent-Message-ID: <"X-SK-.A.MTF.mzSu6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
----------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

----------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>3/14/01 - 3/20/01
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Anywhere</li>

<ul>
<li>
Got HTML from the UI team.</li>

<li>
Continued working on the Product Page Email front end.</li>
</ul>

<li>
Local Store</li>

<ul>
<li>
Got the list of merchant Franchise Id Codes(FIC) from DCI.</li>

<li>
Got schedule commitment from DCI on adding FIC code to their search
URL. 
They commited to have it ready by 3/28.</li>

<li>
Modified Merchant Comparison module to read local stores information from
a text file, put together using the merchant table from the production
server for Search and the Franchide ID information from DCI.  This
```

will allow us to have the local store functionality in the application,
without having to wait for the Datamart & cache changes to be completed.

Shopping Widget

Worked with Ops on hosting the feed server. Discussed our plans with
key players in MyAOL and MyNetscape that we hadn't talked to before.
Need to do another architecture review with MyAol Ops to make sure they
agree to the deployment plan.

Working on putting together the HTML for the widget to hand over to the
P13n folks.

Issues

None

Next week

Product Page Anywhere

Continue working on email UI.

Start working on authentication.

Local Stores

Continue working on Merchant Comparision JSP.

Put together a schedule for the Datamart/Cache/MAC changes needed to support

```
local stores.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Hand over HTML.</li>
</ul>
</ul>

</body>
</html>
```

EXHIBIT P

From - Wed Apr 11 18:53:54 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBNFG400.JBI for <srinivas@dredd>; Wed, 11 Apr 2001 15:21:40 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3BMLco29154
for srinivas; Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Resent-Date: Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Message-ID: <3AD4D8FD.25C18458@netscape.com>
Date: Wed, 11 Apr 2001 15:21:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"5tlx3D.A.gEH.qjN16"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

4/4/01 - 4/10/01
<p>Local Store
<p>Escalations

None

Accomplishments

Have a working prototype of the local store grid in Product Page:
http://
landscape.web.aol.com:2300/Store_Locator_Demo.html.
It includes all the logic necessary in Search and Merchant Compare.

It uses a stub DCI page for now, pending the availability of the DCI URL to be live. It also doesn't include any of the datamart changes. The list of merchants with local stores are stored in a text file for now.

Continued working with DCI on finalizing the merchant feed spec.

Issues

Need to get better closure on technical issues. The feed spec needs to be finalized soon.

Still don't have the URL spec that has all the parameters we need to pass to DCI.

Next week

Get agreement on the merchant feed spec.

Work with UI team to finish the local store grid.

Work on first drop to QA. Need to decide if we want to wait a few days for the DCI URL to go live.

Shopping Widget
<p>Escalations

None

<p>
Accomplishments

Made changes to the XML feed based on input.

P13n team working on the Widget PSP.

Didn't have a chance to put in writing the hosting solution that Ops signed

off on. This will need a change in the image urls generated by the Extractor, since in the proposed solution the images would be server from the MyAOL servers.

Issues

There was some suggestion from Kathleen May that the image specials may be replaced with text spacials in a future redesign of the department page. This will be a problem since, as designed, we are currently scraping image specials only. Kimberly Blessing doesn't think that this change would happen anytime soon. But, we need to have a plan to deal with this possibility, before we lose the services of the widget bullet engineers.

There are some technical issues on the PSP that need to be resolved soon.

Next week

Resolve the PSP technical issues.

Have a plan for handling the text only specials.

Try to finish Netcool error handling.

Product Page Anywhere
<p>Escalations

None

Accomplishments

Spent most of the time on integration testing with Search and VL5.

Issues

QA would like to have a drop soon.

Next week


```
<li>
The first QA drop.</li>

<li>
Review QA test plan.</li>
</ul>

<br> 
<br> 
<br> </html>
```

EXHIBIT Q

From - Tue Apr 17 22:24:51 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.167]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBYUJ300.1N1; Tue, 17 Apr 2001 19:21:03 -0700
Message-ID: <3ADCFA00.8824E293@netscape.com>
Date: Tue, 17 Apr 2001 22:20:48 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/17/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
</h3>

<h3>
Status for week ending 4/17/2001</h3>
1. There were a couple of problems with the configuration of VL5 on the Shopping List production servers, that resulted in the in-service users not being authenticated. After fixing the configuration, the release 1.1 of Shopping List is working fine with VL5 authentication for both VL5 and web users.
<p>2. The code for Local Stores is ready to be checked in. We are currently debating the the correct location for the checkin; on a branch of the CVS source or on the tip, after backing out the latest changes to database schema. The datamart and cache modules built from the tip of the CVS source require updates to the Datamart and DB schema on the QA and production servers.
<p>Completed printer-friendly version of the MC and LS tables.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Deliver a release of Search and Datamart modules to QA for testing of Local Stores.

2. Support CTA Banner service and Shopping List.</html>

EXHIBIT R

R

From - Thu Apr 19 09:29:00 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GC07IH00.N1U for <srinivas@dredd>; Wed, 18 Apr 2001 12:59:05 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3IJx4204275
for srinivas; Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Resent-Date: Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Message-ID: <3ADDF1A8.87D050F9@netscape.com>
Date: Wed, 18 Apr 2001 12:57:28 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: multipart/mixed;
boundary="----------E2AEDCE9DA00DCF4FCEEEF31"
Resent-Message-ID: <"ysoE_D.A.JCB.DIf36"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
----------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

----------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii;
name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
filename="status.html"

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>4/11/01 - 4/17/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Local Store code changes ready to be committed to CVS.</li>

<li>
Implemented printer friendly version of Local Store for the product page
printing feature.</li>

<li>
Feed spec finalized.</li>

<li>
Waiting for the DCI URL to be live (ETA 4/19).</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
First drop to QA. Expect to have the DCI URL to be live.</li>

<li>
Start working on DM Cache changes to add local store info.</li>
</ul>
```

Shopping Widget
<p>Escalations

None

Accomplishments

The Extractor code committed to CVS.

Did first drop to QA.

Fixed error handling and added Netcool logging.

Reviewed the impact of text only specials and we are able to handle them fine.

Met with the P13n core team to discuss multi brand support. Also, discussed support for the widget after the widget bullet team moves on to their next project in mid May.

Issues

The widget bullet folks are strapped for resource. They can only commit 1 day a week for the shopping widget. They expect to be able to devote more time after the end of April.

The P13n core team needs to take on the shopping widget. (We have already brought it up with them)

Next week

Fix any problems found by QA.

Resolve multi brand support.

Product Page Anywhere

<p>Escalations

None

Accomplishments

First drop to QA done, with both email and print features available.

Issues

none

Next week

Fix bugs found in QA.

</body>
</html>

EXHIBIT S

```
From - Fri May 04 20:28:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GCQJYM00.9FN for <srinivas@dredd>; Wed, 2 May 2001 18:25:34 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f431PXA29994
        for srinivas; Wed, 2 May 2001 18:25:33 -0700 (PDT)
Resent-Date: Wed, 2 May 2001 18:25:33 -0700 (PDT)
Message-ID: <3AF0B360.F988615@netscape.com>
Date: Wed, 02 May 2001 18:24:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: multipart/mixed;
 boundary="------------E528B35CE3BA2573BB3DCECD"
Resent-Message-ID: <"zc4S0B.A.3TH.LOL86"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>Shop@Anywhere weekly engineering status</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering
status</b>
<br>4/25/01 - 4/01/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
DCI URL is live now.  It seems to be working.</li>

<li>
DCI test URL went live, but isn't working as expected.  We were told
they need more QA?</li>

<li>
Cache Client changes for local stores in progress.</li>

<li>
Got agreement with DCI on content of the global merchant feed.  Waiting
for DCI's input on file names for the feed.</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
Finalize feed file names.</li>

<li>
```

Finish cron job for DCI feed.

Continue working on cache client changes.

Shopping Widget
<p>Escalations

We now have resource committment from the widget bullet to finish the shopping widget. We still need to make sure that the core team is going to fully support the widget. Mohsin agreed to talk with Richard Quach about this.

Accomplishments

No engineering work on the Extractor.

Issues

None

Next week

Deliver new HTML to the widget team to reflect the department pages redesign.

Product Page Anywhere
<p>Escalations

None

Accomplishments

No new development. Product in QA.

Issues

none

Next week

Fix any bugs found in QA.

</body>
</html>

EXHIBIT T

From - Wed May 09 05:42:24 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.75]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GD1OR700.LK7;
Tue, 8 May 2001 18:42:43 -0700
Message-ID: <3AF8A07B.88E82535@netscape.com>
Date: Tue, 08 May 2001 21:42:19 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 5/8/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 5/8/2001</h3>
1. Modified Cache client code to use the new merchant and brand tables.
Added new stored procedures for the tables.

2. Modified the implementation of local stores to the use the new tables.
The code is not checked in; the export/import mechanisms need to be updated
to include the new tables.

3. Fixed bug #538208 (set error status when second commit fails).
<h4>
Next Week:</h4>
1. Coordinate the checkin of the DB schema changes for Search 2.1
release.

2. Deliver a release of Search and Datamart modules to QA for testing
of Local Stores.

3. Support Shopping List.</html>

EXHIBIT Z

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

May 23, 2011

VIA UPS

Kamal Acharya
675 Distel Drive
Los Altos, CA 94022-1502

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by June 3, 2011

Dear Mr. Acharya:

My firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which originally filed by AOL with you listed as an inventor. This application is rejected and we believe that we can overcome the rejection by establishing conception and reduction to practice of this invention by Oct. 23, 2000. You assisted in a similar process in 2005.

I have attached a copy of a new declaration, copies of Exhibits A-T (which are referred to by the new declaration – and also by the 2005 declaration), and a copy of the publication of this patent application. I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your

signed Declaration by **June 3, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

UPS CampusShip: View/Print Label

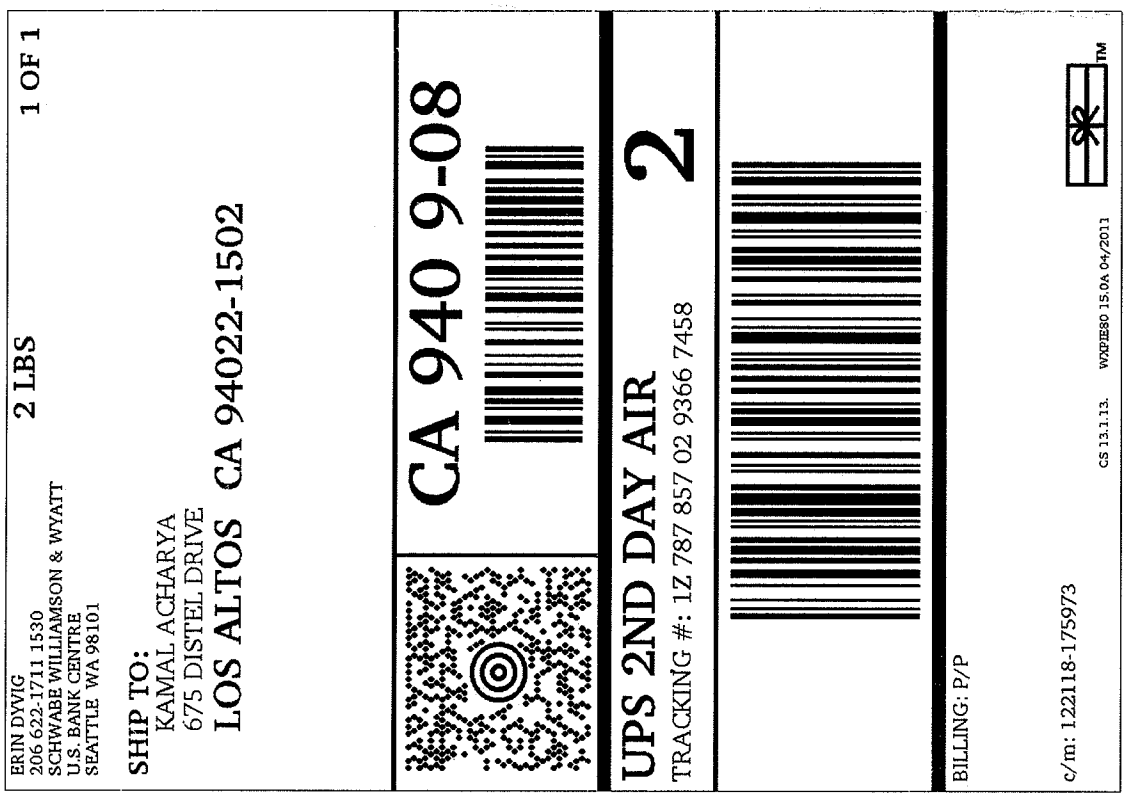
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services℠ (including via Ground) are also accepted at Drop Boxes.
   To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

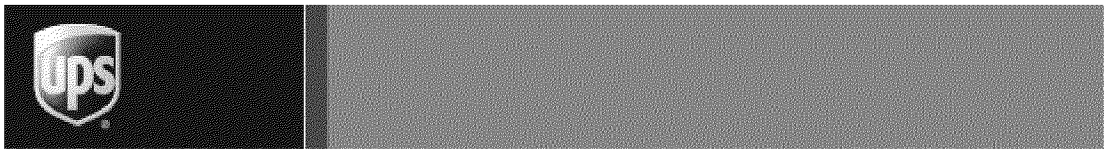
   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



de Guzman, Dennis M.

From: UPS Quantum View [auto-notify@ups.com]
Sent: Wednesday, May 25, 2011 10:35 AM
To: Jackson, Evelyn D.
Subject: UPS Delivery Notification, Tracking Number 1Z7878570293667458



***Do not reply to this e-mail. UPS and Schwabe Williamson & Wyatt will not receive your reply.

At the request of Schwabe Williamson & Wyatt, this notice is to confirm that the following shipment has been delivered.

Important Delivery Information

Tracking Number: 1Z7878570293667458
Delivery Date / Time: 25-May-2011 / 10:10 AM

Driver Release Location: FRONT DOOR

Shipment Detail

Ship To:
Kamal Acharya
675 DISTEL DR
LOS ALTOS
CA
94022
US

Number of Packages: 1
UPS Service: 2ND DAY AIR
Weight: 2.0 LBS
Reference Number 1: 122118-175973

_____2RR2RR2PoxMFiP_____

Discover more about UPS:
Visit www.ups.com
Sign Up For Additional E-Mail From UPS
Read Compass Online

© 2011 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.
For more information on UPS's privacy practices, refer to the UPS Privacy Policy.
Please do not reply directly to this e-mail. UPS will not receive any reply message.
For questions or comments, visit Contact UPS.

This communication contains proprietary information and may be confidential. If you are not the intended recipient, the reading, copying, disclosure or other use of the contents of this e-mail is strictly prohibited and you are instructed to please delete this e-mail immediately.
Privacy Policy
Contact UPS

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

July 12, 2011

VIA UPS

Kamal Acharya
675 Distel Drive
Los Altos, CA 94022-1502

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by July 26, 2011

Dear Mr. Acharya:

My firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor. This application is rejected and we believe that we can overcome the rejection by establishing conception and reduction to practice of this invention as outlined in the attached and recently updated declaration. You assisted in a similar process in 2005.

I have attached a copy of a new declaration, copies of Exhibits A-T (which are referred to by the new declaration – and also by the 2005 declaration), and a copy of the publication of this patent application. I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email**

the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **July 26, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

UPS CampusShip: View/Print Label

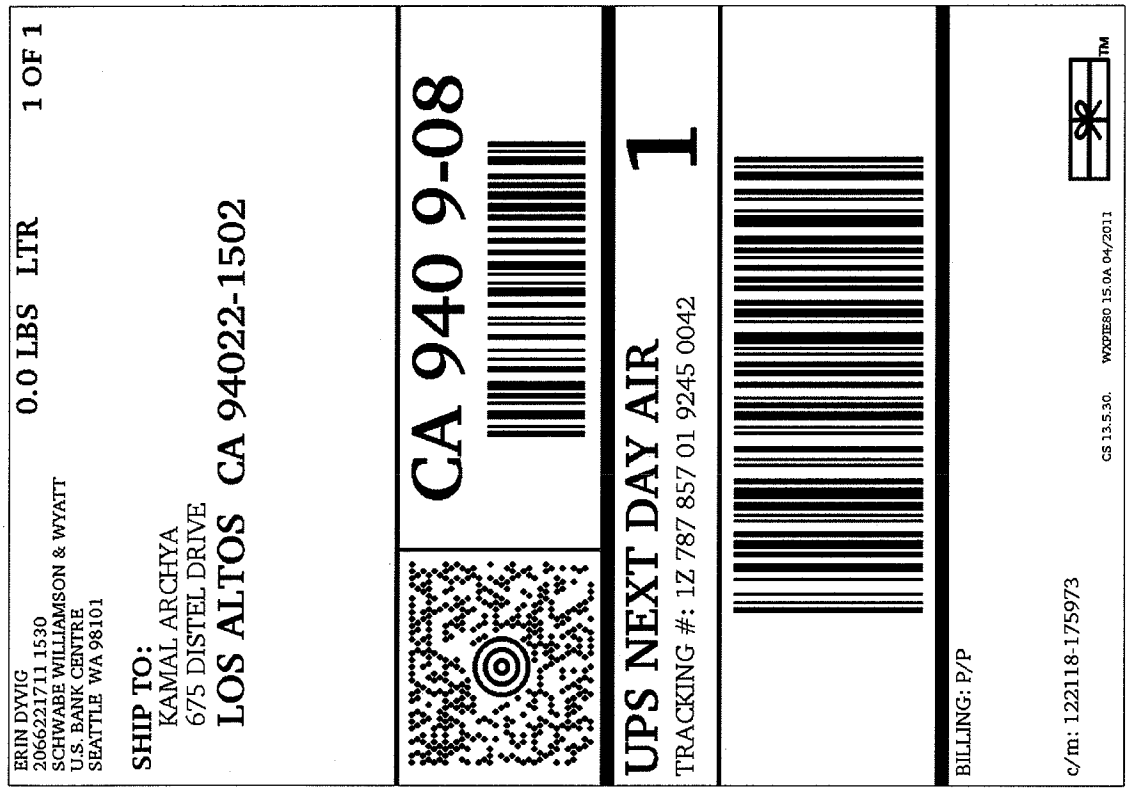
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

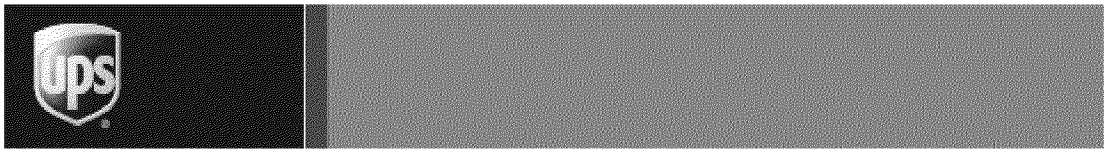
   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



de Guzman, Dennis M.

From: UPS Quantum View [auto-notify@ups.com]
Sent: Wednesday, July 13, 2011 10:55 AM
To: Jackson, Evelyn D.
Subject: UPS Delivery Notification, Tracking Number 1Z7878570192450042



Discover more about UPS:
Visit www.ups.com
Sign Up For Additional E-Mail From UPS
Read Compass Online

***Do not reply to this e-mail. UPS and SCHWABE WILLIAMSON & WYATT will not receive your reply.

At the request of SCHWABE WILLIAMSON & WYATT, this notice is to confirm that the following shipment has been delivered.

Important Delivery Information

Tracking Number: 1Z7878570192450042
Delivery Date / Time: 13-July-2011 / 10:27 AM

Driver Release Location: FRONT DOOR

Shipment Detail

Ship To:
KAMAL ARCHYA
675 DISTEL DR
LOS ALTOS
CA
94022
US

Number of Packages: 1
UPS Service: NEXT DAY AIR
Shipment Type: Letter
Reference Number 1: 122118-175973

____2@@2@@2HoULO2G____

© 2011 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.
For more information on UPS's privacy practices, refer to the UPS Privacy Policy.
Please do not reply directly to this e-mail. UPS will not receive any reply message.
For questions or comments, visit Contact UPS.

This communication contains proprietary information and may be confidential. If you are not the intended recipient, the reading, copying, disclosure or other use of the contents of this e-mail is strictly prohibited and you are instructed to please delete this e-mail immediately.
Privacy Policy
Contact UPS

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

July 20, 2011

VIA UPS

Kamal Acharya
675 Distel Drive
Los Altos, CA 94022-1502

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by July 29, 2011

Dear Mr. Acharya:

As you know, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor.

During our handling of the declaration discussed in our prior letter of July 12, 2011, we learned from Ms. Ellen Butler Patterson that she should not have been listed as an inventor on this patent application. Accordingly, it would be appropriate for us to file a new Declaration establishing the correct inventorship of this application.

I have thus attached a copy of a new declaration, a copy of the publication of this patent application; and copies of the amendments of (a) October 18, 2002; (b) September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008; (h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010). I have also included a return envelope which you may use to return the signed declaration to my office.

Please review these materials including all information on the new Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the new declaration in blue ink and return the signed declaration to us. The declaration should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declaration has been signed, please return it to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **July 29, 2011**.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

DECLARATION FOR PATENT APPLICATION

INVENTORSHIP IDENTIFICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first, and sole inventor (if only one name is listed below) or an original, first, and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

TITLE OF INVENTION

METHOD AND SYTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING

SPECIFICATION IDENTIFICATION

the specification of which

_____is attached hereto.
__X__was filed on __October 11, 2001__ as
United States Application 09/975,831
or PCT International Application Number_____
and was amended on (a) October 18, 2002; (b) September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008; (h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010.
(if applicable)

ACKNOWLEDGEMENT OF REVIEW OF PAPERS AND DUTY OF CANDOR

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment referred to above.

I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

PRIORITY CLAIM (35 U.S.C. § 119(a)-(d) or (f), or 365(b))

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which

designated at least one country other than the United States of America, listed below and have also identified below any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)			Priority Claimed	
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No
(Number)	(Country)	(Day/Month/Year Filed)	Yes	No

DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of First Inventor: Kamal Acharya
Inventor's Signature: _____ **Date:** _____
Residence: Los Altos, CA (City, State) **Citizenship:** IN (Country)
Post Office Address: 675 Distel Drive, Los Altos, CA 94022

Full Name of Second Inventor: Vincent Tong
Inventor's Signature: _____ **Date:** _____
Residence: Union City, CA (City, State) **Citizenship:** HK (Country)
Post Office Address: 34734 Williams Way, Union City, CA 94587

Full Name of Third Inventor: Peter Gremett
Inventor's Signature: _____ **Date:** _____
Residence: Sunnyvale, CA (City, State) **Citizenship:** US (Country)
Post Office Address: 1045 W. McKinley Ave., Sunnyvale, CA 94086

Full Name of Fourth Inventor: Matthew Crampton
Inventor's Signature: _____ **Date:** _____
Residence: Mountain View, CA (City, State) **Citizenship:** US (Country)
Post Office Address: 1931 Old Middlefield Way, Mountain View, CA 94043

Full Name of Fifth Inventor: Srinivas Lingutla
Inventor's Signature: _____ **Date:** _____
Residence: Pittsfield, MA (City, State) **Citizenship:** IN (Country)
Post Office Address: 20 Meadow Ridge Drive, Pittsfield, MA 01201

Title 37, Code of Federal Regulations, Section 1.56
Duty to Disclose Information Material to Patentability

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is cancelled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is cancelled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct.

The Office encourages applicants to carefully examine:

(1) Prior art cited in search reports of a foreign patent office in a counterpart application, and

(2) The closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

(1) It establishes, by itself or in combination with other information, a *prima facie* case of unpatentability of a claim; or

(2) It refutes, or is inconsistent with, a position the applicant takes in:

(i) Opposing an argument of unpatentability relied on by the Office, or

(ii) Asserting an argument of patentability.

A *prima facie* case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

(1) Each inventor named in the application;

(2) Each attorney or agent who prepares or prosecutes the application; and

(3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.

(e) In any continuation-in-part application, the duty under this section includes the duty to disclose to the Office all information known to the person to be material to patentability, as defined in paragraph (b) of this section, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

UPS CampusShip: View/Print Label

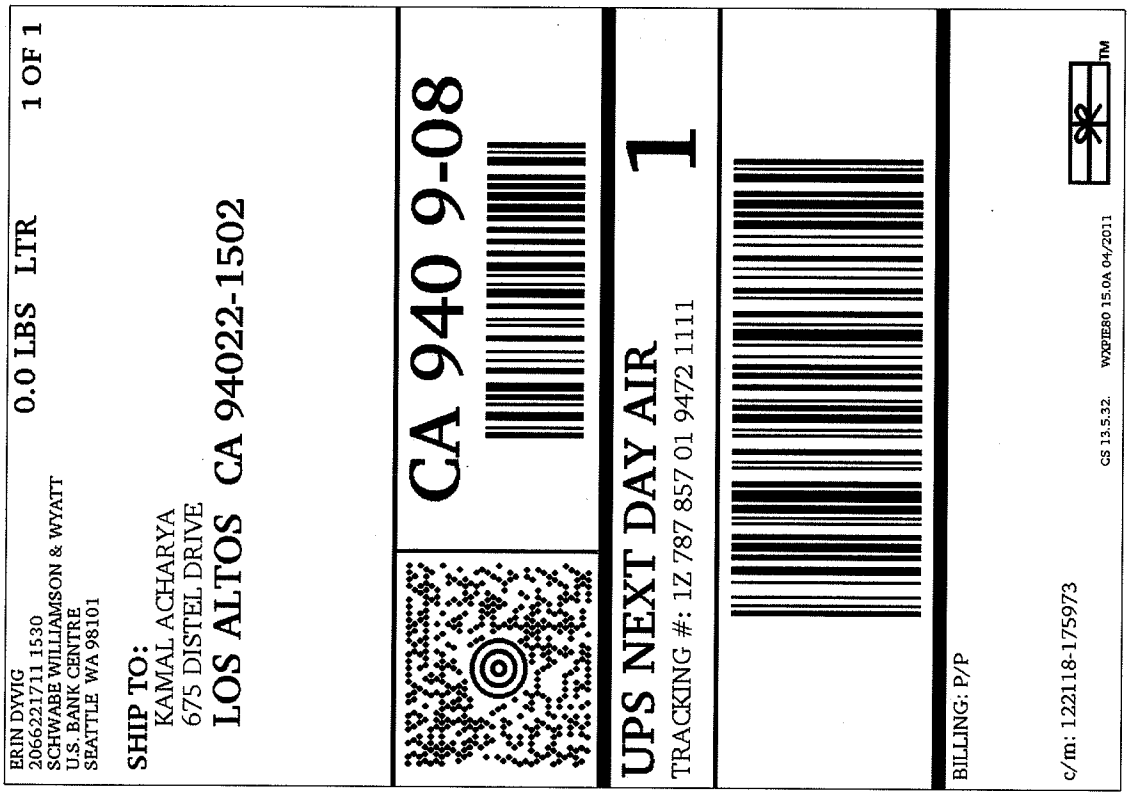
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



United States

New User | Log-In | Contact UPS | The UPS Store Search Sub

My UPS Shipping **Tracking** Freight Locations Support Business Solutions

Tracking Number Track Log-in for additional tracking details. Other Tracking Options

Tracking Detail

Print Help A A A

1Z7878570194721111

Updated: 08/23/2011 2:36 P.M. Eastern Time

Delivered

Delivered On:
Friday, 07/22/2011 at 10:07 A.M.

Left At:
Porch

Proof of Delivery

Request Status Updates »

Shipping Information

To: LOS ALTOS, CA, US

Shipped By

UPS Next Day Air®

Additional Information

Shipped/Billed On:	07/21/2011
Type:	Package

Shipment Progress

What's This?

Subscribe to UPS E-mail: *Enter e-mail address* Sign Up » View Examples Site Feedback

Contact UPS
- Browse Online Support
- E-mail UPS
- Call Customer Service

Support
- Get Started
- Register
- Open a Shipping Account
- Change Your Delivery

Solutions for:
- Healthcare
- Small Business
- High Tech
- More...

Other UPS Sites:
Select a website Su

WE ♡ LOGISTICS

Home About UPS Site Guide Investors Careers Pressroom UPS Global UPS Mobile UPS Blog

Service Terms and Conditions Website Terms of Use Privacy Policy Protect Against Fraud

Copyright © 1994-2011 United Parcel Service of America, Inc. All rights reserved.

8/23/2011

SCHWABE, WILLIAMSON & WYATT
ATTORNEYS AT LAW

US Bank Centre, 1420 5th Ave., Suite 3400, Seattle, WA 98101 | Phone 206-622-1711 | Fax 206-292-0460 | www.schwabe.com

DAVIN CHIN
Patent Attorney
Direct Line: (206) 407-1512
E-Mail: dchin@schwabe.com

Aug. 1, 2011

VIA UPS

Kamal Acharya
675 Distel Drive
Los Altos, CA 94022-1502

Re: Method and System for Integrated Online and Brick and Mortar Provider Shopping
U.S. Patent Application No. 09/975,831
Filed: Oct. 11, 2001
Our File No.: 122118-175973

Please return the signed declaration to us by Aug. 10, 2011

Dear Mr. Acharya:

As you know, my firm is handling a patent application (U.S. Patent Application No. 09/975,831, entitled "Method and System for Integrated Online and Brick and Mortar Provider Shopping") which was originally filed by AOL with you listed as an inventor.

We previously sent you a package on July 12, 2011 which included a declaration under 37 CFR 1.131 to establish dates of conception, reduction to practice, and diligence in reducing the invention to practice ("the 131 Declaration"). The July 12, 2011 package also included copies of Exhibits A-T (which are referred to by the 131 Declaration), a copy of the publication of this patent application, and a return envelope.

On July 20, 2011 we also sent you an Inventorship Declaration along with a copy of the publication of this patent application and copies of the amendments of (a) October 18, 2002; (b) September 23, 2003; (c) January 20, 2004; (d) October 4, 2004; (e) April 20, 2006; (f) August 9, 2006; (g) July 17, 2008; (h) December 19, 2008; (i) July 17, 2009; and (j)April 27, 2010; as well as a return envelope.

Unfortunately, we have not yet received your response to either of these packages. We are thus sending additional copies of the 131 Declaration, Inventorship Declaration, and above-listed supporting documents along with a return envelope which you can use to return the signed 131 Declaration and Inventorship Declaration to my Office. However, if this letter and your

response to the July 12 and July 20 packages have crossed paths in transit, please disregard the enclosed materials. We would, however, appreciate a call or email to let us know that the Declarations are in transit.

Please review these materials including all information on the 131 Declaration and Inventorship Declaration to ensure that they are complete and accurate. If all of the materials meet with your approval, please sign and date the declarations. The declarations should be signed with your first name and last name as set forth in the declaration. If you have questions concerning the documents, please contact me to discuss.

Once the declarations have been signed, please return them to my office in the enclosed pre-addressed envelope. Please also **fax** the signed Declaration to (206) 292-0460, or scan and **email** the signed Declaration to me at dchin@schwabe.com. We ask that you provide us with your signed Declaration by **Aug. 10, 2011**. Please note that failure to respond may be considered a refusal to sign these declarations.

If you have any questions, please do not hesitate to contact me directly. Thank you for your valuable assistance.

Sincerely,
SCHWABE, WILLIAMSON & WYATT, P.C.

Davin Chin

DKC:edj
Enclosures as noted

UPS CampusShip: View/Print Label

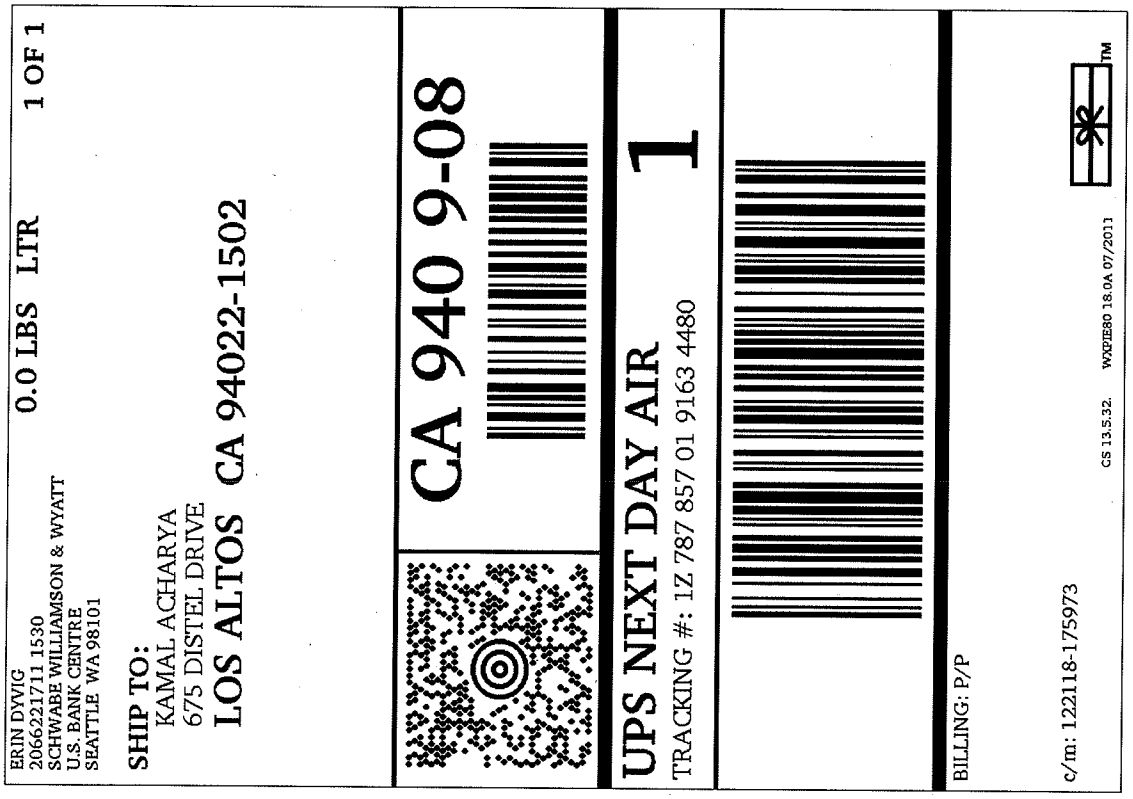
1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.

2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

3. **GETTING YOUR SHIPMENT TO UPS**
   Customers without a Daily Pickup
   Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
   Hand the package to any UPS driver in your area.
   Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

   Customers with a Daily Pickup
   Your driver will pickup your shipment(s) as usual.

FOLD HERE



Tracking Summary

Tracking Numbers

Tracking Number:	1Z 787 857 01 9163 448 0
Type:	Package
Status:	**Delivered**
Delivered On:	08/02/2011 9:45 A.M.
Delivered To:	LOS ALTOS, CA, US
Service:	NEXT DAY AIR

Tracking results provided by UPS: 08/22/2011 12:39 P.M. ET

NOTICE: UPS authorizes you to use UPS tracking systems solely to track shipments tendered by or for you to UPS for delivery and for no other purpose. Any other use of UPS tracking systems and information is strictly prohibited.

Feedback

Close Window

Copyright © 1994-2011 United Parcel Service of America, Inc. All rights reserved.

DOCKET NO.: 122118-175973
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831

Filed: October 11, 2001

Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING**

Examiner: Brandy A. Zukanovich

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF KAMAL ACHARYA UNDER 37 CFR 1.131

I, Kamal Acharya, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish:

(A) conception of the subject matter of the application, in the United States, prior to October 16, 2000,

(B) actual reduction of practice of the subject matter of the application, in the United States, prior to May 4, 2001, and

(C) diligence in actually reducing the subject matter of the application to practice, in the United States, from prior to December 22, 2000, through the actual reduction to practice of the subject matter of this application prior to May 4, 2001.

2. I contributed to the conception of the subject matter of the application prior to October 16, 2000. As evidence of this conception, I refer to the following exhibit:

EXHIBIT A:

Powerpoint presentation, Shop@Anywhere Episode 2: Online/Offline Integration *Code Name: Yoda*, October 16, 2000.

3. I have reviewed the above-referenced EXHIBIT A and believe that it is of such character and weight as to establish conception of the subject matter of the application prior to October 16, 2000.

4. I contributed to the actual reduction of practice of the subject matter of the application prior to May 4, 2001. As evidence of this actual reduction to practice, I refer to the following exhibits:

EXHIBIT B:

Product Requirements Document (PRD): Shop@Anywhere Bullet – Online/Offline Integration <*Code Name: Yoda*> [Release 1.0], October 23, 2000;

EXHIBIT C:

Email from Srinivas Lingutla to Kamal Acharya; February 2, 2001;

EXHIBIT D:

Email from Srinivas Lingutla to Kamal Acharya; February 11, 2001;

EXHIBIT E:

Email from Kamla Acharya to Todd Goldman, *et al.*; February 19, 2001;

EXHIBIT F:

Email from Srinivas Lingutla to Kamal Acharya; March 6, 2001;

EXHIBIT G:

Email from Kamal Acharya to Mohsin Hussain; March 7, 2001;

EXHIBIT H:

Email from Srinivas Lingutla to Kamal Acharya; March 11, 2001;

EXHIBIT I:

Email from Srinivas Lingutla to Kamal Acharya; March 21, 2001;

EXHIBIT J:

Email from Srinivas Lingutla to Kamal Acharya; March 28, 2001;

EXHIBIT K:

Email from Kamal Acharya to Mohsin Hussain; March 28, 2001;

EXHIBIT L:

Email from Srinivas Lingutla to Kamal Acharya; April 4, 2001;

EXHIBIT M:

Email from Kamal Acharya to Mohsin Hussain; April 8, 2001;

EXHIBIT N:

Email from Srinivas Lingutla to Kamal Acharya; April 10, 2001;

EXHIBIT O:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001;

EXHIBIT P:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001;

EXHIBIT Q:

Email from Srinivas Lingutla to Kamal Acharya; April 17, 2001;

EXHIBIT R:

Email from Kamal Acharya to Mohsin Hussain; April 19, 2001;

EXHIBIT S:

Email from Kamal Acharya to Mohsin Hussain; May 4, 2001; and

EXHIBIT T:

Email from Srinivas Lingutla to Kamal Acharya; May 9, 2001.

5. I have reviewed the above-referenced EXHIBIT B through EXHIBIT T and believe that they are of such character and weight as to establish the actual reduction of practice of the subject matter of the application prior to May 4, 2001.

6. Further, I believe that the above-referenced EXHIBIT B through EXHIBIT T are of such character and weight as to establish diligence in reducing the subject matter of the application to practice from prior to December 22, 2000, through the actual reduction to practice of the subject matter of this application prior to May 4, 2001.

7. EXHIBIT A through EXHIBIT T referred to herein are attached herewith. These exhibits are also already of record in the application. These exhibits were filed with the USPTO on December 22, 2005, in one or more prior declarations under 37 CFR 1.131.

8. I have reviewed the exhibits referred to herein and believe that they are accurate.

9. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

_____ _____

Kamal Acharya Date

EXHIBIT A

Shop@Anywhere

Episode 2: Online/Offline Integration

Code Name: Yoda

Advanced Planning Meeting

Vincent Tong

10/16/00

Feel the "Brick-&-Mortar" Force...
Online retail sales will reach only a modest 7% of the total retail market within the next 4 years
(Red Herring/Forrester Research 07/00)

BEST AVAILABLE COPY

What's the problem we are trying to solve?

- Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00)
- Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from physical store nearby all-in-one-place
- Neither AOL nor our key competitors are addressing this need

"32% of all online buyers look [online] for the most convenient off-line physical store location" – Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" – Jupiter

Shop@

Goals

SHORT-TERM (Shop@Anywhere Bullet - 6 months)

- Make shopping easier and more convenient by helping consumers to locate nearby physical stores of "click-&-mortar" Shop@ merchant partners
- Highlight local offerings from "click-&-mortar" merchant partners (e.g. physical store presence, local store return/pick-up for online sales)
- Earn consumers' trust, as they release their zipcode/address to us
- Generate additional pages views
- Drive local ad impressions via Digital City

LONG-TERM

- Provide a true multi-channel (both online and offline) merchant comparison environment with store-level product pricing and availability from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants

Shop@

Project Metrics

- Deploy store locator feature and highlight local store offering for 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, after 3 months

- 15% of store locator users will "store" their zipcode/address for repeat usage, after 3 months

- Generate additional 17M pages views in year 1

- Drive $1.3M local ad impressions via Digital City in year 1

Shop@

Value Proposition

Consumers

- Convenience! -- This will make the info needed for my purchase decision readily available (local store listings of merchants)
- Quick access to local store content (e.g. nearby restaurants, driving direction) to satisfy my need for entertainment & instant gratification
- In the long term, "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)
- Bottom Line = AOL provides us with the best comparison shopping for online merchants and local stores — HIGH

Value Proposition

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

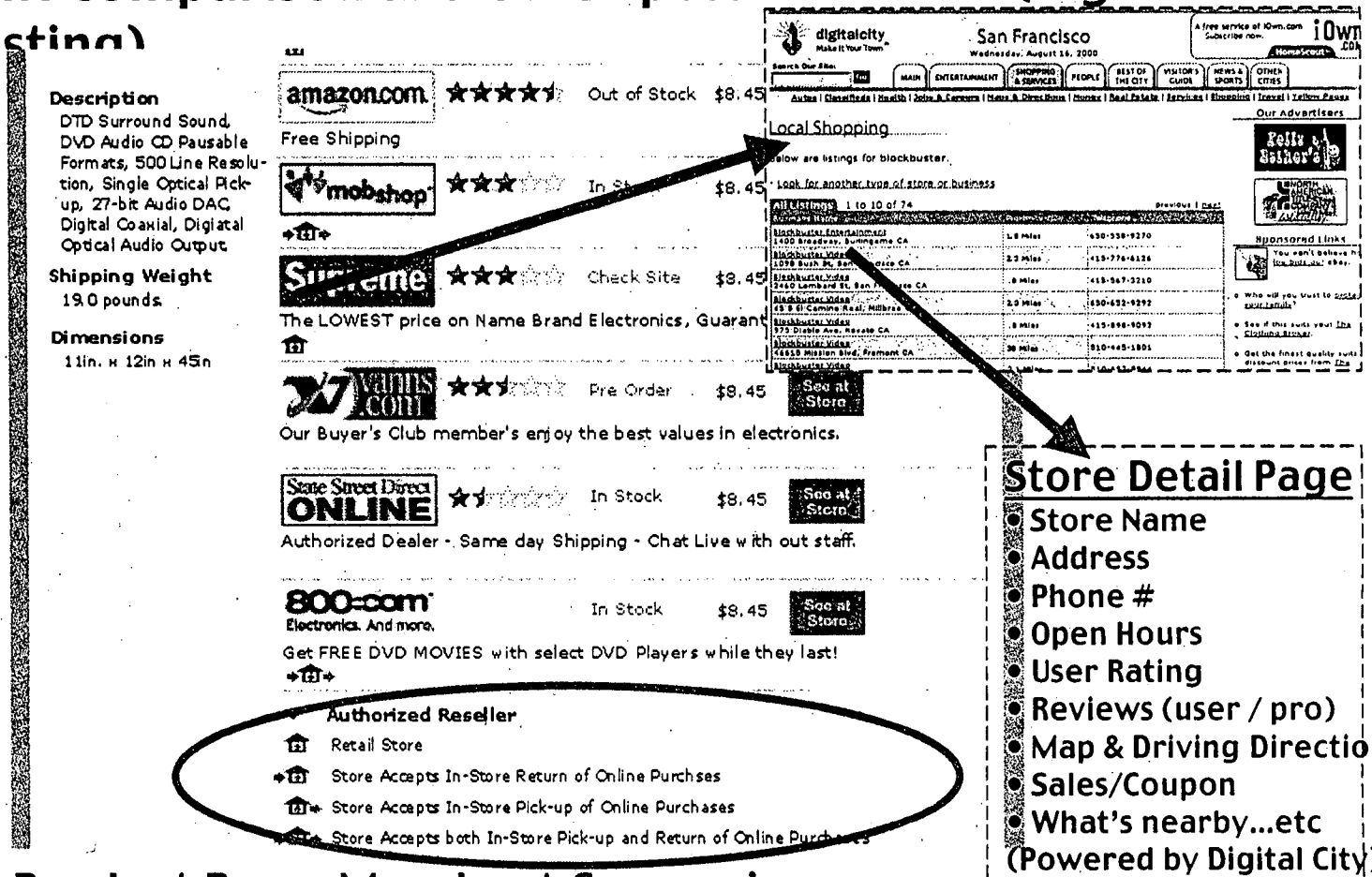
- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

The Store Locator

- ⌘ **Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Listing)**

PLUS

- ¥ User may store multiple target locations (link to UMP?)
- ¥ Local store return/pick-up policy for online sales



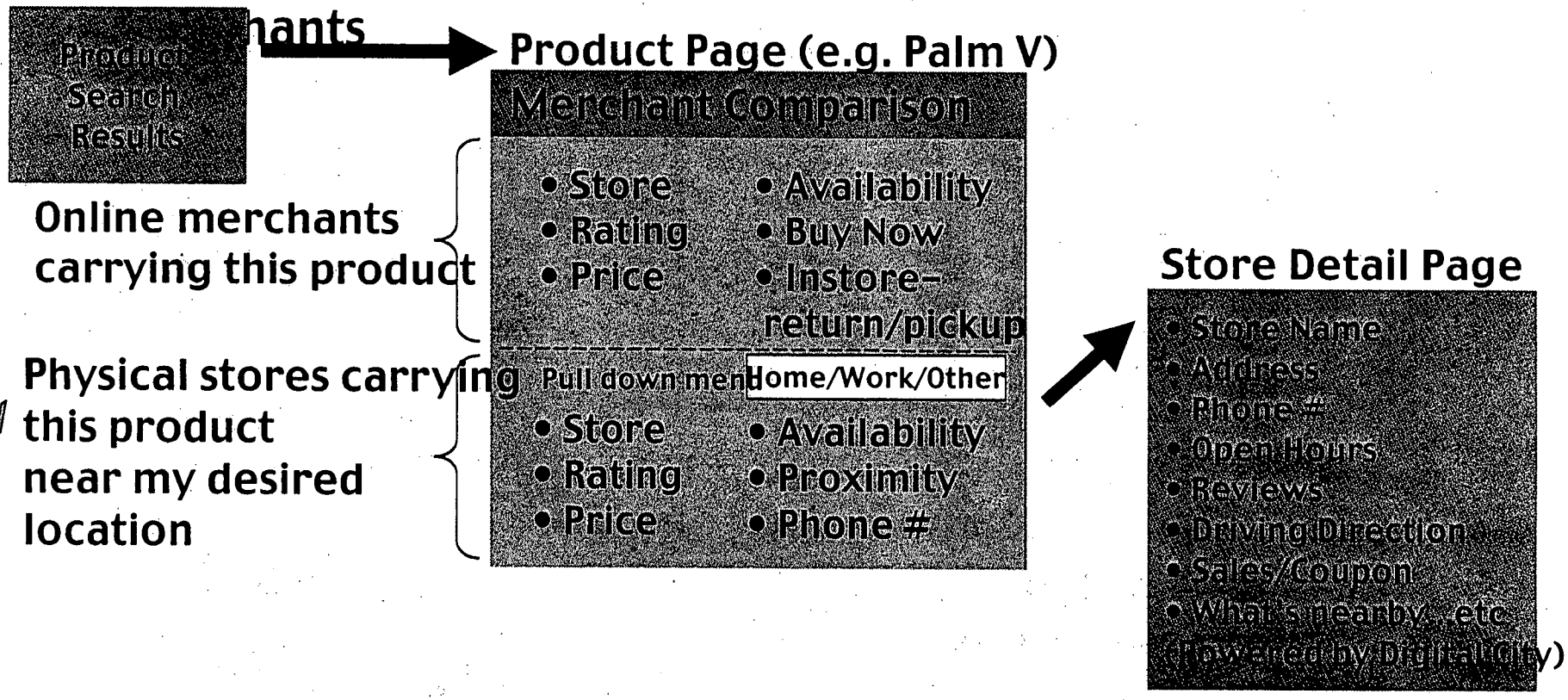
Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final

Shop@

The Long Term Vision (outside the scope of this bullet)

- Provide a true multi-channel (both online and offline) merchant comparison environment with the latest store-level product pricing and availability info from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" [illegible]nants



Cost and Benefit

Revenue & Traffic Impact

Generate $1.3M in yr. 1 & $1.8M in yr. 2 via local ad impressions

Generate additional 17M page views in yr. 1 & 24M in yr. 2

Open future revenue opportunities via this localized platform

Did I mention Y!, MSN and Amazon don't have it?

Retention

Consumers:	HIGH
Click-&-Mortar Merchants:	HIGH
Pure-play e-tailers:	-ve

2-month Development Cycle (Est.)

Engineering	3.5 pm
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

Shop@

pm = person-month

Key Dependencies / Risks

- Depends on Digital City to provide the proximity search and the localized content – *Mitigation: Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request*

- Privacy concern on allowing user to store zipcode/address – *Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Kent once features are finalized*

- Negative reaction from "pure-play" e-tailer partners – *Mitigation: Ask Account Management team for feedback*

- Different product assortment at Web channel vs. Physical store channel for a merchant – *Mitigation: create*

Open Issues

- Can/should we deliver the "stored" user zipcode / address to UMP? – Need to check with Personalization Divlet

- In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Listing, Dept Pages) – Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.

- Do we need permission from merchant partner to deploy "Store Locator"? – Need to check with Acct Mgmt

What's Next?

- Core team assignment – this week
- Further investigate open issues and risks
- Project Kick-off Review & PRD – week of 10/30/00

EXHIBIT B

B

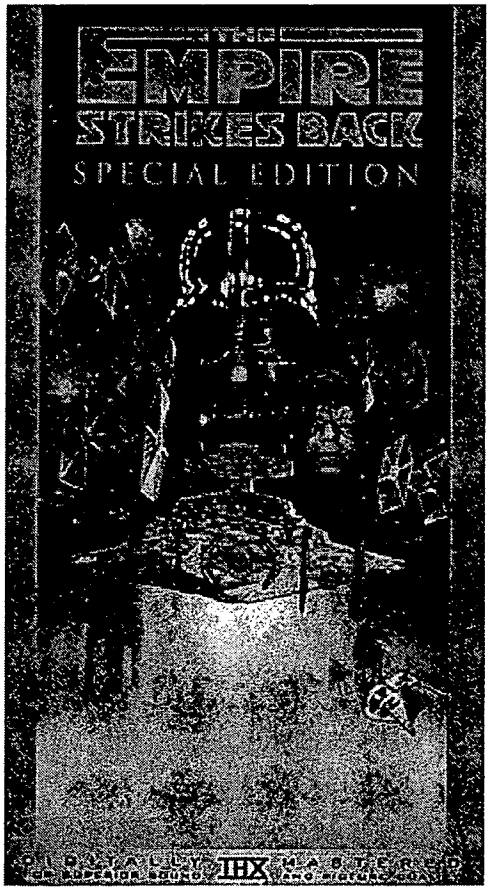
Product Requirements Document (PRD)

Shop@Anywhere Bullet - Online/Offline Integration *<Code Name: Yoda>*

[Release 1.0] [10/23/00]

America Online, Inc., CONFIDENTIAL

- **DO NOT COPY or DISTRIBUTE ***



☒ Review Draft
☐ Final for Acceptance by Core Team

Document Owner
Vincent Tong, Sr. Product Manager, Shop@ Products Group, AOL
EMAIL vincentt@netscape.com, AIM vincentmkt007, TEL 650-937-4775

BEST AVAILABLE COPY

EXECUTIVE SUMMARY 3

PURPOSE OF PRD 3

REVISION HISTORY/CHANGE SUMMARY 3

ASSOCIATED DOCUMENTS 3

PRODUCT CONTACTS 4

PRODUCT DEVELOPMENT TEAM (* - CORE TEAM) 4
STAKEHOLDERS AND THEIR REPRESENTATIVES (* - KEY) 4

CONCEPT AND OBJECTIVES 5

GOAL 5
PROBLEM DEFINITION 5
BUSINESS OBJECTIVES 5
PRIORITIZED METRICS 6
HIGH LEVEL CONSTRAINTS 6

MARKET ANALYSIS & OPPORUNITY 7

TARGET USERS 7
COMPETITION 8

PRODUCT ECONOMICS 9

PRODUCT AND SERVICE 10

VALUE PROPOSITION 10
PRIORITIZED REQUIREMENTS 11
LONG TERM VISION 14
RELEASE CRITERIA 16

OPERATIONS 17

OPERATIONAL ISSUES AND RESOLUTIONS 17

RISK AND ISSUES 18

ISSUES 18
RISKS 18
DEPENDENCIES 18

RESOURCE AND SCHEDULE 19

SCHEDULE (PRELIMINARY) 19
STAFFING (PRELIMINARY) 19

APPENDIX 20

USAGE ESTIMATE 20
TERMS AND DEFINITIONS 21
SYSTEM USERS 21
AOL SHOPPING PERSONAS 22
<SOURCE: PETER GREMETT> 22
MOCK-UP OF DIGITAL CITY DETAILS PAGE (NOT FINAL) 23

EXECUTIVE SUMMARY

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). The Shop@ channels have done nothing to address this need so far. There is a huge opportunity for AOL to win the online/offline integration battle vs. the competition by having Digital City and Shop@ channels joined forces. Immediately, consumers will witness a better comparison shopping experience with the ability to easily and conveniently find nearby retail locations of "click-&-mortar" merchant partners. In the long term, we will be able to open up new revenue opportunity by moving up the value chain (e.g. enabling large manufacturers/distributes to sponsor their "brick-&-mortar" dealers). It is an important yet simple first step to the right direction.

PURPOSE OF PRD

The purpose of this document is to define the target for the product team and extended operational team. It communicates the objectives and priorities of the product so that the product team makes the best decisions. It translates/tie business objectives so that team members can clearly understand how their work contributes.

REVISION HISTORY/CHANGE SUMMARY

Release 1.0: (10/23/00) Initial draft for review by core team.

ASSOCIATED DOCUMENTS

The following documents will also be written in conjunction with this requirement document.

Design/Testing:
- Technical specifications- Kamal A.
- Usability tests – Peter G.
- Test Plan – QA lead?

Launch:
- Marketing plan – Vincent T.

Post-mortem:
- Postmortem - Vincent T.

PRODUCT CONTACTS

Product Development Team (- Core Team)*

Name	Organization	Role	Phone	E-mail
Vincent Tong*	Shop@Products	Product Mgr	650 937 4775	Vincentt@netscape.com
Amanda Halbert*	AOL e-commerce	Business Owner	703-265-1151	ahalbert@aol.com
Randy Wagner*	Digital City	Digital City Counterpart	703-265-3342	rwagner8@aol.com
Kamal Acharya *	Shop@Products	Engineering Mgr	650 937 4383	acharya@netscape.com
Peter Gremett*	Shop@Products	UI Designer	650 937 6504	Pgremett@netscape.com
TBD*	Shop@Products	Project Mgr		
Aron Boggs	AOL e-commerce	Interface with AOL Member Support	703-265-1468	boggsaron@aol.com

Stakeholders and their Representatives (- Key)*

Name	Organization	Role	Phone	E-mail
Katherine Borsecnik*	AOL e-commerce	Executive "Good to Go" approval	703 265 3480	KatherineB/a@aol.com
Todd Goldman*	Shop@Products	Executive "Good to Go" approval	650 937 6434	tgoldman@netscape.com
Patrick Gates*	AOL e-commerce	Executive "Good to Go" approval	703 265 0037	Patrickgates/a@aol.com
Jim Ambach*	Shop@Products	Executive "Good to Go" approval	650 937 3948	ambach@netscape.com
Todd Unger*	Digital City	Executive "Good to Go" approval	703-265-0209	Digitodd@aol.com
Jim Bramson	Legal	Legal Counsel	703-265-1075	JimBramson@aol.com
Carol Madson	Shop@Netscape	Shop@Netscape representation	650-937-6268	cmadson@netscape.com
Veronica Gabriel	Shop@CompuServe	Shop@CompuServe representation	614-538-3842	vgabriel00@cs.com
Chris Iannuccilli	Interactive Marketing /Account Management	Communication with merchant partners	415-844-9134	Iannuccilli@aol.com
Sean Guy	AOL Member Services	AOL Member Support	703-265-1510	seang567@aol.com
Al Patel	AOL E-commerce	Mar Comm	703-265-2793	Alkentpatel@aol.com

CONCEPT AND OBJECTIVES

Goal

IMMEDIATE GOAL
Unlock the power of Digital City, AOL's crowned jewel in the localized content play, into the Shop@ space. Create a better comparison shopping experience by enabling Shop@ users to easily and conveniently find nearby retail locations of Shop@ merchant partners.

LONG TERM VISION
Provide a true "one-stop-shop" for consumers to comparison shop. They may perform product search and merchant comparison on individual products from large and small "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.

Problem Definition

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from nearby physical store all-in-one-place. The Shop@ channels are not addressing this need at the moment.

"32% of all online buyers look [online] for the most convenient off-line physical store location" - Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" - Jupiter

Business Objectives

Categories	Objectives
Consumer Satisfaction	Increase retention by making comparison shopping easier and more convenient
Merchant Partner Satisfaction	Increase retention of "Click-&-Mortar" merchant partners by highlighting their "offline" assets
Strategic	Earn consumers' trust, as they release their zipcode/address to us
	Open up future revenue opportunities via this localized platform (e.g. move up the supply chain to add value to manufacturers and to mom-&-pop stores)
Traffic	Generate incremental pages views
Revenue	Drive local ad impressions via Digital City

Prioritized Metrics

How do we know if we succeed?

Type	Priority	Metrics
Consumer & Merchant Partner Satisfaction	H	Deploy Yoda to 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, within 3 months after the initial launch
Consumer Satisfaction	H	Achieve a click-thru rate of 5% for the "Store Locator" feature, within 3 months after the initial launch
Strategic	M	15% of users will "store" their zipcode/address for repeat usage, within 3 months after the initial launch
Page Views	H	Generate incremental page views of 21M in year 1 and 32M in year 2 (see Product Economics for assumptions)
Revenue	H	Drive additional local ad impressions via Digital City valued at $1.6M in year 1 and $2.4M in year 2 (see Product Economics for assumptions)

High level constraints

Categories	Constraints
Budget	None identified (It's been approved as part of the Shop@Anywhere Bullet)
Schedule	None identified
Staffing	UI resource constraint
Merchant	None identified

MARKET ANALYSIS & OPPORUNITY

Target Users

The primary audience is the current users of Shop@ channel: (Tier 1: Shop@AOL & Shop@AOL.com. Tier 2: Shop@Netscape & Shop@CompuServe. Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp) The prioritization is based on their need and desire to shop offline.

- Priority 1: "Shirley"
- Priority 2: "Steve"
- Priority 3: "Chantilly"

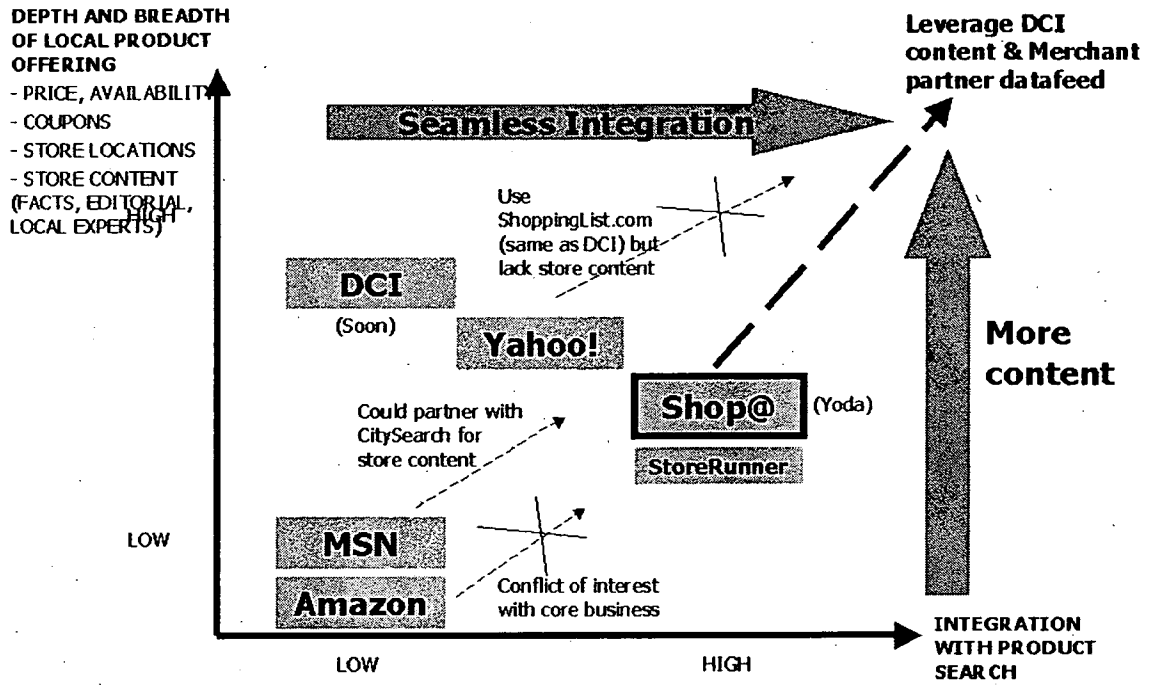
(See appendix for the AOL Shopping Personas)

The secondary audience is the potential traffic coming from Digital City via the Shop@AOL.com integration points. Digital City is the most trafficked local content network in the U.S. with over 6M unique users/month, 8% reach (Media Metrix, June 2000 Home/Work).

- Priority 1: "Clicks-and-mortar shoppers": Using this term loosely to describe people who research/shop online as a means to buying offline. Research discussed at the Kelsey Local Commerce Conference indicated that 60%-70% of online shopping results in offline purchase, approaching $750 million in annual purchases within the next few years.
- Priority 2: "Shopping enthusiasts": people who love to shop and see shopping and "the thrill of the hunt" as entertainment. Includes both in-town and visitor segments (about 50% of unique users for any particular Digital City come from outside the market)
- Priority 3: "Bargain-seekers": price-driven shoppers and sales fanatics interested in where to get the best deal, coupons/special offers, and sales.

(Source: Todd Unger, Digital City. Prioritization by Vincent Tong)

Competition



The winner will be determined by its ability to seamlessly deliver the most comprehensive store-by-store product content and store content. With Digital City as the competitive advantage on the store content front, the Shop@ channels are well positioned to win the online/offline integration war. To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels <See Long Term Vision>

PRODUCT ECONOMICS

AOL monetizes this product directly via incremental page views to Digital City.
Please see appendix for more detail.

Summary	Jan-Dec 2001	Jan-Dec 2002
Incremental page views	21M	32M
Revenue	$1.6M	$2.4M
Est. based on $75 CPM		

KEY ASSUMPTIONS

- Only traffic driven by the Merchant Comparison area's "Store Locator" feature via Product Pages and Shopping Assistant are considered here.
- Traffic via other integration points (e.g. A-Z Store Directory, Department pages) are too trival

- Future revenue opportunity as we built this localized platform is not considered in this model
- Higher retention rate of "Click-&-Mortar" merchants are not considered in this model
- The growth rate of online buyers from Jupiter is applicable to that of our users

PRODUCT AND SERVICE

Value Proposition

Consumers

- Convenience! -- Make comparison shopping easier, as the local store listings of merchants are readily available with a click of the button at convenient places within the Shop@ environment (e.g. Merchant Comparison area)
- Quick access to entertaining and helpful local store content via Digital City's Details Page (e.g. map, driving direction, user review, professional review, store sales, coupons)
- Bottom Line = AOL provides us with a better comparison shopping experience for online merchants and local stores — HIGH

*In the long term, we should be able to expand the universe of Shop@ partners to include "brick-&-mortar" only stores. "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

Prioritized Requirements

The purpose here is to clearly communicate prioritized requirements to engineering, UI and QA so that they can make the correct trade-offs when making and implementing design decisions. The following requirements are prioritized as follows:

- P0 = Non negotiable. It isn't a functional product without this feature.
- P1 = Critical. Product can initially exist without this feature but not for long.
- P2 = Differentiating feature that may provide significant marketing value.
- P3 = Would be nice to have.

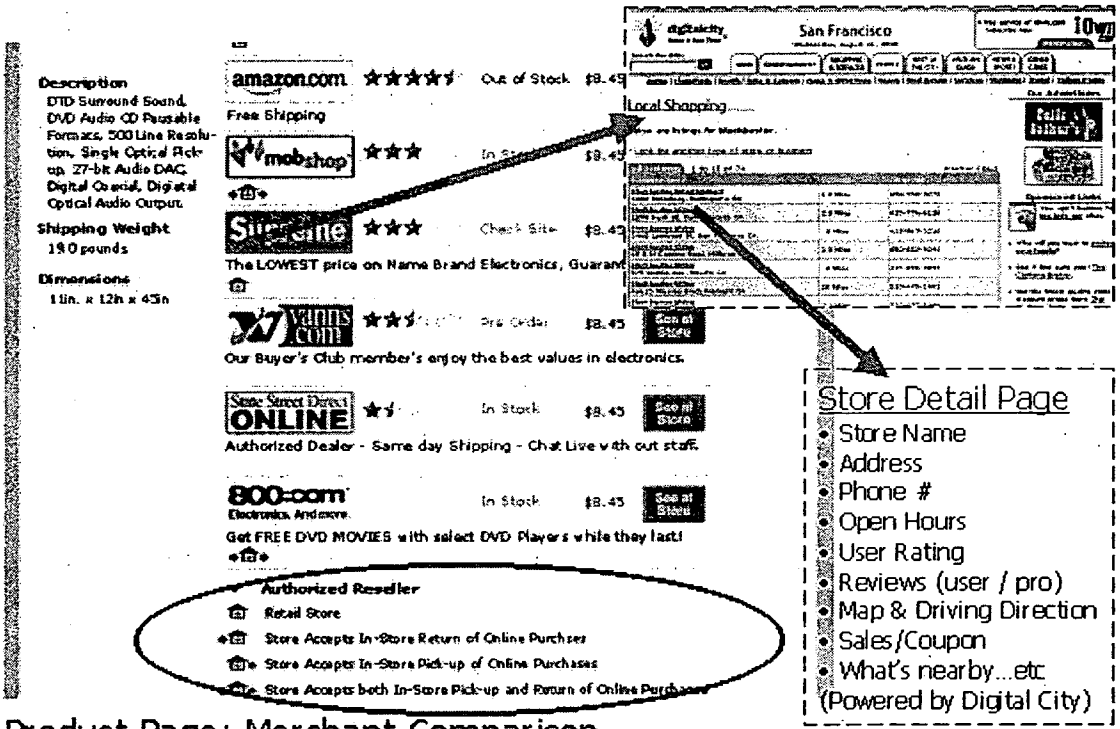
Please also see appendix for Terms and Definitions

Summary

Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Directory)

User may store multiple target locations (link to UMP)

Indicators of merchant's local store return/pick-up policy for online sales



Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final design) page 7

Requirements	Priority
DRIVE AWARENESS AT SHOP@ CHANNELS	
"Store Locator" indicator next to each "click-&-mortar" merchant partner. It triggers the proximity search feature	P0
Clearly identify the different types of in-store return/pick-up policy for online sales of each "click-&-mortar" merchant partner A) Store Accepts In-Store Return of Online Purchases B) Store Accepts In-Store Pick-up of Online Purchases C) Store Accepts Both In-Store Return and Pick-up of Online Purchases D) Don't know or None	P1
Placement in Merchant Comparison area (includes but only limited to Product Page and Shopping Assistant) across Shop@channels	P0
Placement in Department Pages across Shop@channels	P1
Placement in A-Z Store Directory across Shop@channels	P1
Display the number of nearby stores for each "click-&-mortar" merchant within the default/predefined radius of the user's "stored" target location	P2
TARGET LOCATION(S)	
Solicit user for address, zipcode or city, state (within Shop@ channels). Pre-fill the form on repeat visits with the last selection (cookie?).	P0
Enable the same functionality for "Find It Locally"[1] feature under Shopping Search	P1
Enable and encourage user to "store" multiple target locations (e.g. home, work, grandma's house). User may easily pick any one of their target locations to perform the proximity search. Requires authentication of the corresponding membership (e.g. AOL, CompuServe, Netscape). Information will be stored as an extended UMP profile for the user so that the data will be standardized and tightly controlled and other applications can share this data (should collaborate with MapQuest and UMP owner Rizwan Ali on this).	P2
Pre-fill target location form from user's core UMP under Shop@AOL and Shop@ CompuServe (if any). <Subject to Privacy Issue>[2]	P3
User may define the search radius (could be stored along with the target location as well)	P3
PROXMITY SEACH (BY DIGITIAL CITY)	
Search: With the target location, merchant name and search radius (default or user-defined) as parameters, search for the merchant partner's physical stores in the Digital City directory.	P0
Presentation of Search Result: Minimally, the search result must display store name, proximity to target location and phone number. If there is no result, user will be advised to return to select another Shop@ merchant partner. If there are more than one search result, the stores will be ranked by proximity starting with the closest one.	P0
To ensure accuracy of search result (e.g. Blockbuster Fireworks Inc. should not be returned as a search result for "Blockbuster"), the "click-&-mortar" merchant partners should be mapped to their retail outlets at the Digital City directory (e.g. add a Shop@ merchant ID to all Blockbuster stores and use this ID as search	P0

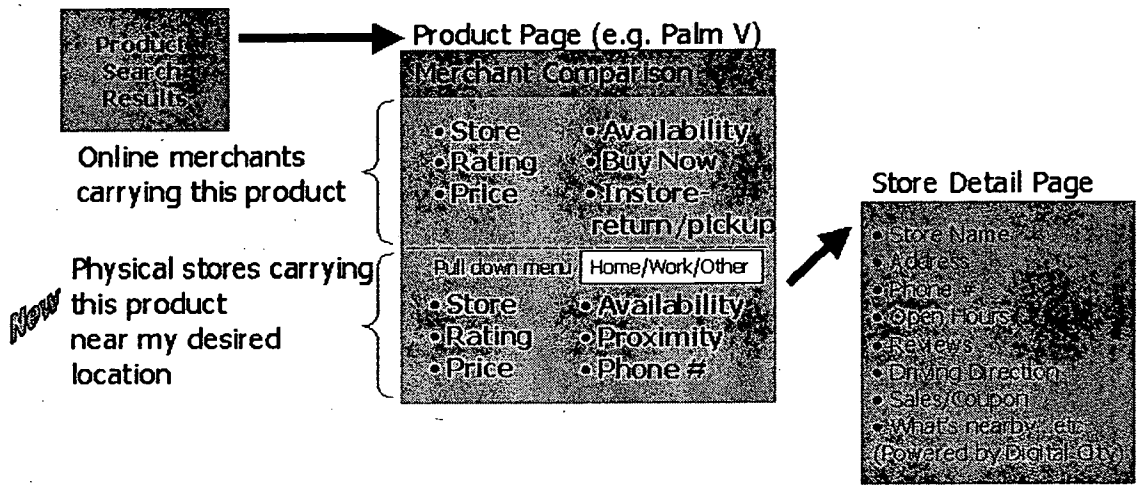
[1] "Find It Locally" resides on the Shopping Search 2.0 Result Page. Currently, it collects a zipcode from the user and passes the search's product category and the zipcode to Digital City. The result would be a list of offline merchants under the same product category and the zipcode.

[2] Currently, UMP (Unified Member Profile) is at it early infancy. According to UMP's Product Manager Rizwan Ali, it does not collect info from subscriber's billing profile (due to privacy issue) and depends largely on My AOL.com. Moreover, information stored at core UMP (e.g. address, birthday) also need to be assigned whether it could be shared for application outside My AOL.com or not.

parameter instead of merchant name)	
Each search result contains a direct link to the store's Details Page	P0
STORE DETAILS PAGE (BY DIGITAL CITY)	
Content Availability: With an estimated launch in mid-Dec 2000, the Details Page is the heart of Digital City's enhanced shopping directory. While the exact amount of content for each location may vary depending on Digital City's content acquisition efforts. Here is the prioritized list of content item for all "click-&-mortar" merchant partners.	
- Venue description (store name, address, phone #, & editorial)	P2
- Photo	P2
- DCI Utilities ("Map") & Driving Directions (takes the target location)	P0
- Enhanced Data – hours, accepted payment, price info, return policy, parking, cross street, upcoming events	P2
- Local Expert Reviews	P2
- Fulfillment Tools (sales, coupon) via ShoppingList.com co-brand	P1
- Shop@ Integration (static link to Shop@AOL.com)	P0
- NetBusiness Biz Card tie-in	P3
Update Content: With a one week turn-around time, a Digital City Producer should be able to update the "factual" content items of individual listing upon the request of Shop@ merchant partners via their Account Managers. These items include "Enhanced Data" & "Venue description" (except for the editorial). Moreover, the producer should also be able to handle adding a new store and deleting a "closed" one in the same time frame as well. The change should propagate across the Digital City directory.	P0
Block "Unfriendly" Advertising: With a one week turn-around time, a Digital City Producer should be able to filter out advertising deemed "unfriendly" by the Shop@merchant partners. The change should be limited to only this co-branded Details Page.	P2
THE DIGITAL CITY & SHOP@ CO-BRAND EXPERIENCE	
Until the user returns to the Shop@ channel, his/her entire experience after igniting the "Store Locator" feature will be co-branded by Digital City and the corresponding Shop@ channel	P0
The co-branded site will be stripped of all non-shopping related content to minimize distraction of user's online shopping activity. However, user can always access the entire product offerings of Digital City by clicking on the "Digital City" logo.	P1
CUSTOMER CARE	
Self Help FAQ on this feature should be readily available within the co-branded environment	P0
Consumer feedback form should be readily available within the co-branded environment. The "categorized" feedback form is a vehicle for Shop@ Product Group to collect user comments on this feature and is NOT meant to be answered by customer service.	P1
REPORTING	
# of impressions, click-thrus and empty result of the "Store Locator" feature for each "click-&-mortar" Shop@ merchant partners, per Shop@ channel-location (e.g. Product Page's Merchant Comparison at Shop@Netscape.com)	P0
# of Page Views at Digital City & Shop@ co-branded page via the "Store Locator" feature, per Shop@ channel	P0
# of Unique Users "storing" their target location for repeat usage	P1

Long Term Vision

Summary
- Provide a true multi-channel (both online and offline) product search and merchant comparison environment on individual products from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants



- Seamlessly integrate the latest product information (e.g. availability, pricing) of individual physical retail locations of Shop@ merchant partners into Shop@ Product Search and Merchant Comparison all-in-one-place.
- Include product information on store-by-store level from "Click-&-Mortar" merchant partners into the Datamart
- Include product information on individual "Brick-&-Mortar" Mom-&-Pop stores (sponsored by manufacturers?) into the Datamart
- Provide Product Page for "Specialty" items, currently un-available due to the lack of product content. With local store information, it might be compelling enough to have a Product Page for Guess Jeans.

Be patient....
Unfortunately, merchants are NOT ready yet. Most "Click-&-Mortar" merchants have NOT synchronized their Web and physical store retail channels. That means they lack the ability to pinpoint the availability or even the pricing of an individual product for each of their physical stores. Echoing the "Competition" section.... To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels.

UI Design Goals

AOL Shopping Persona	User Experience Goals to "Find nearby stores of Shop@ merchant partners"
Shirley	- EASY: The "Store Locator" features are conveniently located next to all "click-&-mortar" merchant partners throughout the Shop@ channel. It's so easy to find them. - SENSE OF ACCOMPLISHMENT: a.k.a. dummy-proof. The "Store Locator" feature is so easy to use. There is no way for me to make a mistake, unless I type in the wrong target location.
Steve	- FAST: Once I decided that I like this product, I can quickly compare prices from online store and call up nearby local stores for pricing and availability. 2 or 3 clicks.... I am done.
Chantilly	- FUN: There is so much interesting content on the Details Page for this store (e.g. Local Expert reviews on this store). I can't wait to tell my sister about it.

<See Appendix: AOL Shopping Persona for details on the personas>

Other Goals:

- It is highly likely that there are different product assortment at Web channel vs. Physical store channel for a merchant. If the user is coming from the Merchant Comparison page, we need to set the right expectation with the user that the local stores might or might not carry this product and the pricing might not be the same.
- Avoid distracting consumers with other DCI content. Filter out the non-shopping related content.
- User may easily return to what they were doing at the Shop@ channel (e.g. the "Store Locator" feature could open a new window for the Digital City co-brand)
- The placement of "Store Locator" will NOT cause the Product Page to violate the merchant agreement of display at least 2 merchant at merchant comparison area above the fold.

Release Criteria

HARDWARE

The following requirements are expected to run on the following hardware platforms:
<Please see appendix>

WEB

- No P0 or P1 defects
- No misspellings or alignment errors can appear in the UI
- Proximity search results will be generated correctly at least 99% of the time
- Having the "Store Locator" on Shop@ channels does not noticeably effect the download speed
- Digital City can process proximity search request and push search results within 8 seconds at peak time, 3 seconds average
- Digital City can support an additional 5 service requests per second at peak for the proximity search
- It should take a Digital City producer a one-week turnaround time at the maximum to update store content on Details Page, adding a new store or deleting a closed store
- All help documentation (FAQ) describing "Store Locator" usage is included
- The following usability criteria will be demonstrated through user tests
  - 90% of tested users do not find "Store Locator" distracting
  - 90% of tested users understand what "Store Locator" will do for them before clicking on it
  - 90% of tested users can find the local stores of a "click-&-mortar" merchant in front of their screen without additional instruction, especially with the target location tool
  - 80% of tested users indicate that the search results and Details are useful while shopping, and that they would use it again

OPERATIONS

Operational issues and Resolutions

SUPPORT CONSUMERS

Support	Tier 1: Shop@AOL & Shop@AOL.com	Tier 2: Shop@Netscape & Shop@CompuServe	Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp
Email	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)
Phone	None	None	None
On-line	Self-Help FAQ	Self-Help FAQ	Self-Help FAQ

SUPPORT MERCHANT PARTNERS

<Store Info Update>

- *"Click-&-Mortar" merchant partners* are expected to request updates on their local store content in the Digital City database (e.g. new phone #, new store opening, store close-down, store relocation) via their *Account Managers*
- The assigned *producer* at Digital City to handle this request is TBD.
- We must be careful in setting the right expectation with merchant partners on the editorial integrity of Digital City. Digital will ONLY change the factual content items on the Details Page.

RISK AND ISSUES

Issues

Areas	Status	Issues
Legal	Open	Privacy concern on allowing user to store zipcode/address - Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Jim Bramson and Kent Walker once features are finalized
Merchant	Open	Do we need permission from merchant partner to deploy "Store Locator"? - Need to check with Acct Mgmt
Placement	Open	In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Directory, Dept Pages) - Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.
UMP	Closed	Can/should we deliver the "stored" user zipcode / address to UMP? - Need to check with Personalization Divlet
Space Limitation	Open	On Product Pages, we are promising that 2 merchants will be display at merchant comparison area "above the fold". Need to verify with Account Services.

Risks

Areas	Risks	Contingency (Plan B)
Merchant Partner Satisfaction	Potential negative reaction from "pure-play" e-tailer partners	Ask Account Management team for feedback

Dependencies

Areas	Dependencies	Contingency (Plan B)
Internal Tech & Content Partner	Depends on Digital City to provide the proximity search and the localized content	Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request

RESOURCE AND SCHEDULE

Schedule (Preliminary)

Staffing (Preliminary)

<Source: Jun Huang & Steve Rubinstein>

2-month Development Cycle (Est.)

Engineering	3.5 pm*
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

*pm – person-month

Appendix

Usage Estimate

KEY ASSUMPTIONS											
- Revenue from Store Locator at A-Z Store List is too trival											
- Future revenue opportunity as we built this localized platform is not considered in this model											
- Higher retention rate of Clicks-&-Mortar merchants are not considered in this model											
- Est. traffic between Aug 01 - July 02 is used for Yr 1											
- The growth rate of online buyers from Jupiter is applicable to that of AOL users											
TRAFFIC ESTIMATES											
	US online buyers (Jupiter 1/00)			**Page Views for Product Pages**							
	Yr	Online Buyers	Growth Rate	Annual	Period						
	2,000	39,000,000	n/a	154,856,365	Aug 00 - July 01 (AOL e-commerce Estimates)						
	2,001	52,000,000	33%	**180,836,713**	Yr 1 (Using AOL e-commerce est for Jan-Jul '01 and using Jupiter's Growth Rate for Aug-Dec '00)						
	2,002	67,000,000	29%	**233,001,150**	Yr 2 (Using Jupiter's Growth Rate)						
				YEAR 1	YEAR 2	SOURCE/EXPLAINATION/ASSUMPTION					
DIRECT REVENUE FROM STORE LOCATOR				Jan 01-Dec 01	Jan 02-Dec 02						
	Merchant Comparsion Only Page PVs			180,836,713	233,001,150	Shopping Assistant is driving traffic to Merchant Comparsion					
						Only Page in the same rate as Search to the Product Page					
	Page Views (Product Page & M.C. Only Page)			361,673,426	466,002,299						
	Avg # Merchants at M.C.			4.0	4.5	Shop@ M.C. team					
	% Click-&-Mortar Merchant			30%	30%	Shop@ A-Z Store List 8/8/00					
	% Store Nearby User			20%	20%	Wild guess. Important.					
	% Local Store Available at M.C.			24%	27%	(% Brick-&-Mortar Merchant x % Store Nearby User) x Avg # merchants at M.C.					
	% User decided to pursue a merchant			30%	30%	Shop@ M.C. team					
	% User prefer to shop offline			75%	75%	Jupiter					
	% Subtotal			5.4%	6.1%						
	PVs on Proxmity Search Result Page (DCI)			19,530,365	28,309,640						
	% Click-thru to Details Page			10%	15%	Wild guess. Need to ask DCI					
	PVs on Details Page (DCI)			1,953,037	4,246,446						
	Total PVs			21,483,402	32,556,086						
	CPM			$75	$75	Digital City - Shopping Category (Todd Unger)					
	REVENUE			**$1,611,255**	**$2,441,706**						
SERVER LOAD ESTIMATE											
	Service Requests		For the Year	19,530,365	28,309,640						
			Peak Month (Dec) = 18%	3,515,466	5,095,735						
			Daily Avg During Peak Month	113,402	164,379						
			Peak Hour (10% of day)	11,340	16,438						
	Service Requests Per Second During Peak Hour			3.15	4.57						

Terms and Definitions

The following terms are used (and italicized) throughout the PRD, especially in the requirements section.

"Click-&-Mortar" Shop@ Merchant Partners: Shop@ merchant partners with physical retail outlets and a web store-front (e.g. BN.com)

"Brick-&-Mortar" Shop@ Merchant Partners: Merchants with physical retail outlets and no web store-front (e.g. Mom-&-Pop store)

"Pure-Play E-tailer" Shop@ Merchant Partners: Shop@ merchant partners with a web store-front but no physical retail outlets (e.g. eToys)

System Users

There are three different classes of users for the Shopping Assistant: shoppers, administrators and producers, and executives. Each class is described below. Features for shoppers will be developed first, followed by features for administrators and producers, and finally executives.

Shoppers: These are the end users of the system. They interact with the system from within the AOL and CompuServe clients. Their goal is to shop online.

Administrators and Producers: These are the users charged with the ongoing operation and maintenance of the system. These users are responsible for trouble-shooting, for adding/deleting and editing merchants and sites where Shopping Assistant services are recommended, and for performing routine maintenance. Their goal is the successful operation, maintenance and expansion of the Shopping Assistant.

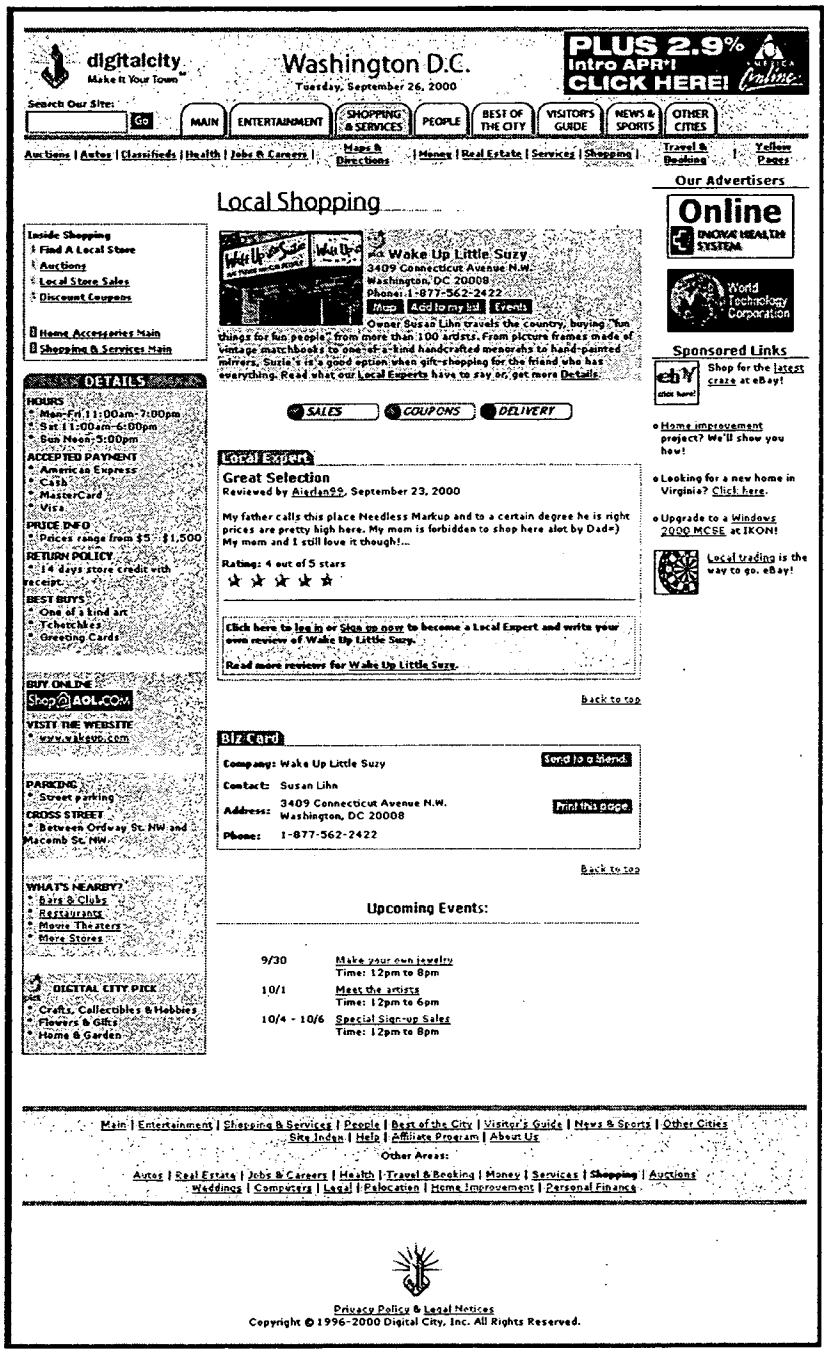
Executives: Executives are interested in tracking the use and acceptability of the Shopping Assistant. Their goal is to determine how the Shopping Assistant is functioning and whether it is attaining its success criteria.

AOL Shopping Personas

<Source: Peter Gremett>

Mock-up of Digital City Details Page (not final)

The details page is the heart of Digital City's enhanced shopping directory:.



Hardware Requirements

Unless otherwise noted, the features described in PRD are meant to run on the following hardware configuration:

Server-Side

- Operating System: Solaris 2.6 and above
- Processor: Sun E450 4 CPU
- Memory: 2 GB RAM
- Disk Space: 4 GB hard drive space

Client-Side

- Operating System: Windows 32-bit, Win95/98/Me, Win NT/2000, Whistler
- Processor: Pentium Class PC
- Memory: 16 MB RAM
- Disk Space: 48 MB hard drive space
- Screen Resolution: Minimum resolution 640 x 480, 256 colors
- Internet Connection: Modem, 28.8

EXHIBIT C

C

From - Fri Feb 02 19:31:06 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.252]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G85NQZ00.R8C; Fri, 2 Feb 2001 16:23:23 -0800
Message-ID: <3A7B4F21.70A49ED4@netscape.com>
Date: Fri, 02 Feb 2001 19:21:53 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/2/2001</h3>
1. Continued work on Local Stores design. Met with Search team and
discussed

issues related to merchant database, detection of user's location and
events

database.
<p>2. Started work on installation and configuration of VL5 plugin. This
is

being done on landscape.mcom.com, a development server, for Magic Carpet

authentication. This is to be followed with testing of authentication
for

AOL in-service users.
<p>3. Review of career development plan.
<p>4. Support/maintenance work on Shopping List. Updated the demo pages
to include

all the required parameters when adding products to Shopping List.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

EXHIBIT D

D

From - Sun Feb 11 09:13:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.200]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G8LJJ400.TI4; Sun, 11 Feb 2001 06:13:52 -0800
Message-ID: <3A869DC7.2489D7A2@netscape.com>
Date: Sun, 11 Feb 2001 09:12:23 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/9/2001</h3>
1. Continued work on Local Stores design. Met with Rick Henderson
and Glenn Mi to talk about modifications to the Merchant Compare service
to include local store information. Finalized most of the outstanding design
issues.
<p>2. Continued work on installation and configuration of VL5 plugin. Successfully
configured the VL5 plugin on landscape.web.aol.com to read Magic Carpet
Authentication headers (for web users).
<p>The Magic Carpet VL5 catalog is not released to production and the TurboWeb
group does not yet have a test environment set up to

test new catalog which includes the latitude/longtude information.
<p>I still haven't received the mapping file for converting location information
to a zip code. The person responsible in the AOLNet Ops is no longer
working in the group due to reorg and I have sent mail to the manager,
Steve Long, asking for the file.
<p>3. Completed focal review.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

EXHIBIT E

E

```
From - Mon Feb 19 07:32:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
        16:29:39) with ESMTP id G8RT5V00.PXA for <srinivas@dredd>; Wed,
        14 Feb 2001 15:27:31 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f1ENRUI18467
        for srinivas; Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Resent-Date: Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Message-ID: <3A8B1484.C175144B@netscape.com>
Date: Wed, 14 Feb 2001 15:28:04 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Todd Goldman <tgoldman@netscape.com>,
        Jim Ambach <ambach@netscape.com>,
        Peter Weck <weck@netscape.com>,
        Tony Schofield <ant@netscape.com>,
        Rajesh Mahajan <rmahajan@netscape.com>,
        shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"CEQsDD.A.OgE.hRxi6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<b>Shop@Anywhere status for week ending 2/9/01</b>
<p>This week:
<ul>
<li>
Local Store:</li>

<ul>
<li>
Finished design doc.  Design review scheduled for the next week.</li>
```


Continued experimentation with the VL5 plugin. Still waiting for the mapping file for converting location information from VL5 header to zipcode.

Shopping Widget:

Finished design doc. Design review scheduled for the next week.

Implemented class to generate XML from parsed data.

Started working on image manipulation.

Product Page Anywhere:

Finished design doc. Design review scheduled for the next week.

Completed Focal Review.

Worked on the Integrated Schedules.

Next week:

Hold design reviews.

Reexamine schedules.

Get schedule commitments from DCI and P13n divlet.

Issues:

Getting schedule commitment from DCI is still the biggest issue.

Project Management status:
<p>Accomplisments this week:
<p>- Continued work on the event codes. Merchant Comparison, Shopping Assistant,
and Wallet have event codes that still need work. Wallet has some that need to be set up with

"impact", a new tool from the NOC that allows an event to be monitored over a specified amount of time so that it only gets reported if it occurs x amount of times during x duration of

time.

- I talked to AOL San Diego (Personal Logic) to make them aware of the changes to product pages.

- Followed up with Jim Bramson on copyright requirements on the printer friendly pages.

- Met with EMC rep from Operations to review our new projects.

- Started conversations with Ops to make them aware of our new projects and get assignements. Still need to do followup.

<p>Issues:

- QCPP 2.0 has no schedule or official plans yet. However if they want to make it into Shopping Assistant for AOL 6.5, they need to start working on it now. Ellen, the new PM for

QCPP 2.0, is aware and addressing the issue.
<p>For next week:
<p>- Continue working on event codes.

- Followup with Ops on new projects. Will invite them to the Design reviews this week.

- Finish non-engineering schedules for the Shop@anywhere projects.

- Hopefully get to committed schedule by end of week.

- Kimberly Blessing will be visiting. We should discuss the Local Stores and ShopHelp.

- Eirene Espinosa is also visiting. She is the Project manager for AOL client 6.0 refresh. Meeting with her regarding Shopping Assistant.

 </html>

EXHIBIT F

F

From - Tue Mar 06 22:26:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.51]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id G9T3WU00.KGH;
Tue, 6 Mar 2001 18:50:54 -0800
Message-ID: <3AA5A1A8.430C21A1@netscape.com>
Date: Tue, 06 Mar 2001 21:49:12 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/2/2001</h3>
1. On vacation from 3/1 to 3/2
<p>2. Continued work on VL5 configuration/testing. The current problem
with testing for Magic Carpet authentication is that the user auth information
(screen name, service type, etc) is available only for the first request
to the web server. I have sent my configuration files to the vlsupport
team, but no resolution, yet.
<p>3. Started making modifications to the Merchant Comparison module to
include local store information.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT G

From - Wed Mar 07 06:10:09 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9TEFY00.NP8 for <srinivas@dredd>; Tue, 6 Mar 2001 22:38:22 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f276cMA19954
for srinivas; Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Resent-Date: Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Message-ID: <3AA5D780.628482A1@netscape.com>
Date: Tue, 06 Mar 2001 22:38:56 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"_hpnKC.A.U3E.dddp6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Escalations

None.

Accomplishments

Product Page Print & Email

Installed Search code on development server. Still some issues with
the cache database. Continued setting up the development environment.</
li>

Worked on the Mail Handler backend code.

Met with QA team to help develop test plan.

Engineering and QA participated in the finalized UI review.

Local Store

Discussed merchant feed handling strategy with Steve and Yogi. Came up with a workable plan. Need to write down the plan and do a sanity check with others in the divlet and with DCI.

Discussed including Local Store locator on A-Z pages. The Dulles team doesn't want to spend a lot of effort into this. They agreed to include a simple store search widget.

Got familiar with the Merchant Compare code and started coding the local store UI.

Engineering and QA participated in the finalized UI review.

Shopping Widget

QA wrote first draft of the test plan.

Continued working with the P13n folks on the widget implementation details.

Reviewed Shop@Anywhere project requirements with Ops.

Issues

DCI relationship still requires very close management. No need to escalate yet.

Ops raised some issues with our plan to scrape the "store specials" from the department pages. David Habib promised to work with us on this issue and on wardware requirement.

Next week

Product Page Print & Email

Finish setting up development environment.

Try to finish Mail Handler back end.

Local Store

Get agreement from everyone involved on the merchant feed handling. Come up with a plan for implementing the necessary changes to the Tools and feed processing.

Make progress on Local Store UI development.

Widget

Resolve Ops issues.

Meet with P13n QA folks to determine the Widget QA environment and responsibilities.

Resolve open issues with the P13n engineering team.

</html>

EXHIBIT H

H

From - Sun Mar 11 17:34:57 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.166]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9YINY00.BX5; Fri, 9 Mar 2001 16:57:34 -0800
Message-ID: <3AA97B93.3113AA7E@netscape.com>
Date: Fri, 09 Mar 2001 19:55:47 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/9/2001</h3>
1. Continued work on VL5 configuration/testing. Successfully completed
testing of Magic Carpet Authentication. Completed coding for authentication
of AOL and CS users.
<p>Submitted request for VL5 headers (in place of X-AOL headers)
for the Shopping List QA machine.
<p>2. Continued modifications to the Merchant Comparison module to include
local store information.
<p>3. Completed checkin of the code modifications for the enhancements
to Shopping List to support CTA Banner service, after successful testing
by the CTA Banner team.
<p>4. Met with Manomohan Pillai and Michael Forncrook to update them on
recent modifications to Shopping List.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT I

I

From - Wed Mar 21 16:11:31 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.115]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAKAEA00.SL9; Wed, 21 Mar 2001 11:06:10 -0800
Message-ID: <3AB8FB2E.1215F57D@netscape.com>
Date: Wed, 21 Mar 2001 14:04:14 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/21/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/21/2001</h3>
1. Put together Shopping List Release 1.1 after completing testing. Mano
to install/test on QA server. The VL5 headers are enabled for QA server.
<p>2. Modified Merchant Comparison module to read local stores information
from text database. I put together a text database using the merchant table
from the production server for Search and the Franchide ID information
from DCI.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT J

J

From - Wed Mar 28 05:33:01 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.179]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAWLE200.GK6; Wed, 28 Mar 2001 02:34:50 -0800
Message-ID: <3AC1BDD0.E846CDB9@netscape.com>
Date: Wed, 28 Mar 2001 05:32:48 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/27/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/27/2001</h3>
1.Testing still underway for Shopping List Release 1.1 on QA server. It
turned out that the VL5 headers were not initially turned for the cs.com
alias of the server. Currently, VL5 authentication works for both web users
and in-service users (AOL and CS).
<p>We just noticed another problem, initially reported by the CTA team,
where if two users sign in from a web browser in succession, the second
user is authenticated as the first user!
<p>I have informed the vlsupport team of the problem. The installation
of the new release of Shopping List on production servers is likely to
be delayed, pending investigation of the problem.
<p>2. The Merchant Comparison module is modified to work with a text database
of the local store merchants. Both the grid version and standard-html version
of the MC are working now. We are awaiting the activation of the proximity
search interface at DCI so that we can start sending queries to DCI to
look up local stores.
<p>3. Reviewed and provided feedback for the QA Test plan for Local Stores.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT K

K

From - Wed Mar 28 15:26:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAXCIY00.DNF for <srinivas@dredd>; Wed, 28 Mar 2001 12:20:58 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f2SKKts24266
for srinivas; Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Resent-Date: Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Message-ID: <3AC2479B.35BD15F0@netscape.com>
Date: Wed, 28 Mar 2001 12:20:44 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"PMmFzC.A.w4F.eekw6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/21/01 - 3/27/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Continued working on the Product Page Email JSPs and integration with the

Search servlet.

Integrated with Magic Carpet.

Local Store

Both the grid version and the stand alone version of the Mercant Compare are modified to show local stores. We are awaiting the activation of the proximity search interface at DCI so that we can start sending queries to DCI to look up local stores.

Reviewed QA test plan.

Shopping Widget

Kept working on hosting issues with Ops. We are close to a resolution.
Laura is driving this.

Reviewed HTML for the widget.

Issues

None

Next week

Product Page Anywhere

Try to finish Product Page Email JSPs.

```
<li>
Work on first drop to QA.</li>
</ul>

<li>
Local Stores</li>

<ul>
<li>
Wire Local Store UI to DCI search URL, assuming their interface is live.</li>

<li>
Integration testing.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Work with P13n folks on the QA process</li>
</ul>
</ul>
</html>
```

EXHIBIT L

L

From - Wed Apr 04 06:56:40 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.58]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GB9L1Y00.6ZW;
Wed, 4 Apr 2001 03:56:22 -0700
Message-ID: <3ACAFDC5.4C1A612@netscape.com>
Date: Wed, 04 Apr 2001 06:56:06 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/2/2001</h3>
1. Implemented a workaround for the recently found bug in VL5 plugin. If two users sign in from a web browser in succession, this bug results in the second user being authenticated as the first user. The problem is caused by a authentication cookie set by the VL5 plugin when the first user logs in; this cookie is not regenerated when a second user logs in, but is instead reused, resulting in the second user being authenticated as the first.
<p>The workaround clears the VL5 cookie during logout from Shopping List; a new cookie is then generated by VL5 when a new user logs in. After this workaround is tested on QA server, installation of Shopping List Release 1.1 on production servers will be scheduled.
<p>2. I started installing and running the Search service on a new UltraSparc machine; I could not run Search on my Sparc20 system, landscape, because Search software requires UltraSparc systems.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT M

M

From - Sun Apr 08 16:01:55 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBA9MA00.PEB for <srinivas@dredd>; Wed, 4 Apr 2001 12:46:58 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f34JkuU27131
for srinivas; Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Resent-Date: Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Message-ID: <3ACB7A26.44E37ED0@netscape.com>
Date: Wed, 04 Apr 2001 12:46:47 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"1IP_pB.A.XnG.uo3y6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/28/01 - 4/3/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Worked on Magic Carpet integration.

Local Store

Reviewed and provided feedback on the plain text feed format specified by DCI. Waiting for the modified DCI proximity search URL to be live, to start doing integration testing. (ETA - mid april)

Shopping Widget

We think we have a resolution on the hosting architecture. Need to circle back with Ops and close it next week.

Issues

None

Next week

Product Page Anywhere

Finish Product Page Email.

Work on first drop to QA.

Local Stores

Start working on the Datamart changes needed to support local stores.


```
<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Make changes to the Extractor based on new deployment architecture.</li>

<li>
Look into error handling (Netcool).</li>
</ul>
</ul>
</html>
```

EXHIBIT N

N

From - Tue Apr 10 21:44:54 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.88]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GBLU1600.M9D;
Tue, 10 Apr 2001 18:41:30 -0700
Message-ID: <3AD3B63B.EFD716C@netscape.com>
Date: Tue, 10 Apr 2001 21:41:15 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/10/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/10/2001</h3>
1. Submitted a QAR for installing the latest release of Shopping List on production servers.
<p>2. Coding is mostly done for the Store Locator feature in Search. A flat-file text database is used for the local stores information. Set up demo pages for the initial set of merchants to be included at launch. Need to setup the images for tracking impressions of the Local Store grid and for generating corresponding logging reports on the production IRS servers.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores. Drop to QA.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT O

```
From - Wed Apr 11 16:04:21 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GAKK4P00.U7C for <srinivas@dredd>; Wed, 21 Mar 2001 14:36:25 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f2LMaNA21734
        for srinivas; Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Resent-Date: Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Message-ID: <3AB92CF3.5A6C9364@netscape.com>
Date: Wed, 21 Mar 2001 14:36:35 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: multipart/mixed;
 boundary="----------5610BFCE826A2EA6621188E8"
Resent-Message-ID: <"X-SK-.A.MTF.mzSu6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
----------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

----------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>3/14/01 - 3/20/01
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Anywhere</li>

<ul>
<li>
Got HTML from the UI team.</li>

<li>
Continued working on the Product Page Email front end.</li>
</ul>

<li>
Local Store</li>

<ul>
<li>
Got the list of merchant Franchise Id Codes(FIC) from DCI.</li>

<li>
Got schedule commitment from DCI on adding FIC code to their search
URL. 
They commited to have it ready by 3/28.</li>

<li>
Modified Merchant Comparison module to read local stores information from
a text file, put together using the merchant table from the production
server for Search and the Franchide ID information from DCI.  This
```

will allow us to have the local store functionality in the application,
without having to wait for the Datamart & cache changes to be completed.

Shopping Widget

Worked with Ops on hosting the feed server. Discussed our plans with
key players in MyAOL and MyNetscape that we hadn't talked to before.
Need to do another architecture review with MyAol Ops to make sure they
agree to the deployment plan.

Working on putting together the HTML for the widget to hand over to the
P13n folks.

Issues

None

Next week

Product Page Anywhere

Continue working on email UI.

Start working on authentication.

Local Stores

Continue working on Merchant Comparision JSP.

Put together a schedule for the Datamart/Cache/MAC changes needed to support

```
local stores.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Hand over HTML.</li>
</ul>
</ul>

</body>
</html>
```

EXHIBIT P

From - Wed Apr 11 18:53:54 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBNFG400.JBI for <srinivas@dredd>; Wed, 11 Apr 2001 15:21:40 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3BMLco29154
for srinivas; Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Resent-Date: Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Message-ID: <3AD4D8FD.25C18458@netscape.com>
Date: Wed, 11 Apr 2001 15:21:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"5tlx3D.A.gEH.qjN16"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

4/4/01 - 4/10/01
<p>Local Store
<p>Escalations

None

Accomplishments

Have a working prototype of the local store grid in Product Page:
http://
landscape.web.aol.com:2300/Store_Locator_Demo.html.
It includes all the logic necessary in Search and Merchant Compare.

It uses a stub DCI page for now, pending the availability of the DCI URL to be live. It also doesn't include any of the datamart changes. The list of merchants with local stores are stored in a text file for now.

Continued working with DCI on finalizing the merchant feed spec.

Issues

Need to get better closure on technical issues. The feed spec needs to be finalized soon.

Still don't have the URL spec that has all the parameters we need to pass to DCI.

Next week

Get agreement on the merchant feed spec.

Work with UI team to finish the local store grid.

Work on first drop to QA. Need to decide if we want to wait a few days for the DCI URL to go live.

Shopping Widget
<p>Escalations

None

<p>
Accomplishments

Made changes to the XML feed based on input.

P13n team working on the Widget PSP.

Didn't have a chance to put in writing the hosting solution that Ops signed

off on. This will need a change in the image urls generated by the Extractor, since in the proposed solution the images would be server from the MyAOL servers.

Issues

There was some suggestion from Kathleen May that the image specials may be replaced with text spacials in a future redesign of the department page. This will be a problem since, as designed, we are currently scraping image specials only. Kimberly Blessing doesn't think that this change would happen anytime soon. But, we need to have a plan to deal with this possibility, before we lose the services of the widget bullet engineers.

There are some technical issues on the PSP that need to be resolved soon.

Next week

Resolve the PSP technical issues.

Have a plan for handling the text only specials.

Try to finish Netcool error handling.

Product Page Anywhere
<p>Escalations

None

Accomplishments

Spent most of the time on integration testing with Search and VL5.

Issues

QA would like to have a drop soon.

Next week


```
<li>
The first QA drop.</li>

<li>
Review QA test plan.</li>
</ul>

<br> 
<br> 
<br> </html>
```

EXHIBIT Q

From - Tue Apr 17 22:24:51 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.167]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBYUJ300.1N1; Tue, 17 Apr 2001 19:21:03 -0700
Message-ID: <3ADCFA00.8824E293@netscape.com>
Date: Tue, 17 Apr 2001 22:20:48 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/17/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
</h3>

<h3>
Status for week ending 4/17/2001</h3>
1. There were a couple of problems with the configuration of VL5 on the Shopping List production servers, that resulted in the in-service users not being authenticated. After fixing the configuration, the release 1.1 of Shopping List is working fine with VL5 authentication for both VL5 and web users.
<p>2. The code for Local Stores is ready to be checked in. We are currently debating the the correct location for the checkin; on a branch of the CVS source or on the tip, after backing out the latest changes to database schema. The datamart and cache modules built from the tip of the CVS source require updates to the Datamart and DB schema on the QA and production servers.
<p>Completed printer-friendly version of the MC and LS tables.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Deliver a release of Search and Datamart modules to QA for testing of Local Stores.

2. Support CTA Banner service and Shopping List.</html>

EXHIBIT R

R

From - Thu Apr 19 09:29:00 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GC07IH00.N1U for <srinivas@dredd>; Wed, 18 Apr 2001 12:59:05 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3IJx4204275
for srinivas; Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Resent-Date: Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Message-ID: <3ADDF1A8.87D050F9@netscape.com>
Date: Wed, 18 Apr 2001 12:57:28 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: multipart/mixed;
boundary="----------E2AEDCE9DA00DCF4FCEEEF31"
Resent-Message-ID: <"ysoE_D.A.JCB.DIf36"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
----------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

----------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii;
name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
filename="status.html"

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>4/11/01 - 4/17/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Local Store code changes ready to be committed to CVS.</li>

<li>
Implemented printer friendly version of Local Store for the product page
printing feature.</li>

<li>
Feed spec finalized.</li>

<li>
Waiting for the DCI URL to be live (ETA 4/19).</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
First drop to QA. Expect to have the DCI URL to be live.</li>

<li>
Start working on DM Cache changes to add local store info.</li>
</ul>
```

Shopping Widget
<p>Escalations

None

Accomplishments

The Extractor code committed to CVS.

Did first drop to QA.

Fixed error handling and added Netcool logging.

Reviewed the impact of text only specials and we are able to handle them fine.

Met with the P13n core team to discuss multi brand support. Also, discussed support for the widget after the widget bullet team moves on to their next project in mid May.

Issues

The widget bullet folks are strapped for resource. They can only commit 1 day a week for the shopping widget. They expect to be able to devote more time after the end of April.

The P13n core team needs to take on the shopping widget. (We have already brought it up with them)

Next week

Fix any problems found by QA.

Resolve multi brand support.

Product Page Anywhere

<p>Escalations

None

Accomplishments

First drop to QA done, with both email and print features available.

Issues

none

Next week

Fix bugs found in QA.

</body>
</html>

EXHIBIT S

```
From - Fri May 04 20:28:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GCQJYM00.9FN for <srinivas@dredd>; Wed, 2 May 2001 18:25:34 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f431PXA29994
        for srinivas; Wed, 2 May 2001 18:25:33 -0700 (PDT)
Resent-Date: Wed, 2 May 2001 18:25:33 -0700 (PDT)
Message-ID: <3AF0B360.F988615@netscape.com>
Date: Wed, 02 May 2001 18:24:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: multipart/mixed;
 boundary="------------E528B35CE3BA2573BB3DCECD"
Resent-Message-ID: <"zc4S0B.A.3TH.LOL86"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>Shop@Anywhere weekly engineering status</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering
status</b>
<br>4/25/01 - 4/01/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
DCI URL is live now.  It seems to be working.</li>

<li>
DCI test URL went live, but isn't working as expected.  We were told
they need more QA?</li>

<li>
Cache Client changes for local stores in progress.</li>

<li>
Got agreement with DCI on content of the global merchant feed.  Waiting
for DCI's input on file names for the feed.</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
Finalize feed file names.</li>

<li>
```

Finish cron job for DCI feed.

Continue working on cache client changes.

Shopping Widget
<p>Escalations

We now have resource committment from the widget bullet to finish the shopping widget. We still need to make sure that the core team is going to fully support the widget. Mohsin agreed to talk with Richard Quach about this.

Accomplishments

No engineering work on the Extractor.

Issues

None

Next week

Deliver new HTML to the widget team to reflect the department pages redesign.

Product Page Anywhere
<p>Escalations

None

Accomplishments

No new development. Product in QA.

Issues

none

Next week

Fix any bugs found in QA.

</body>
</html>

EXHIBIT T

From - Wed May 09 05:42:24 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.75]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GD1OR700.LK7;
Tue, 8 May 2001 18:42:43 -0700
Message-ID: <3AF8A07B.88E82535@netscape.com>
Date: Tue, 08 May 2001 21:42:19 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 5/8/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 5/8/2001</h3>
1. Modified Cache client code to use the new merchant and brand tables.
Added new stored procedures for the tables.

2. Modified the implementation of local stores to the use the new tables.
The code is not checked in; the export/import mechanisms need to be updated
to include the new tables.

3. Fixed bug #538208 (set error status when second commit fails).
<h4>
Next Week:</h4>
1. Coordinate the checkin of the DB schema changes for Search 2.1
release.

2. Deliver a release of Search and Datamart modules to QA for testing
of Local Stores.

3. Support Shopping List.</html>